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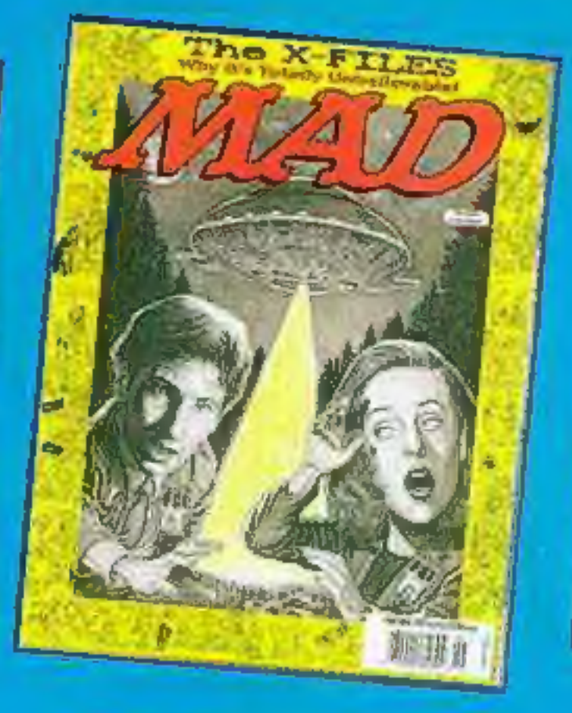

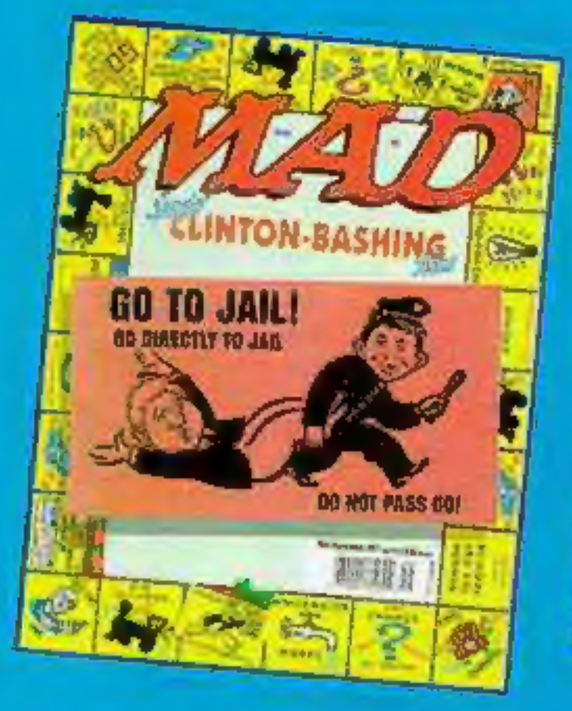

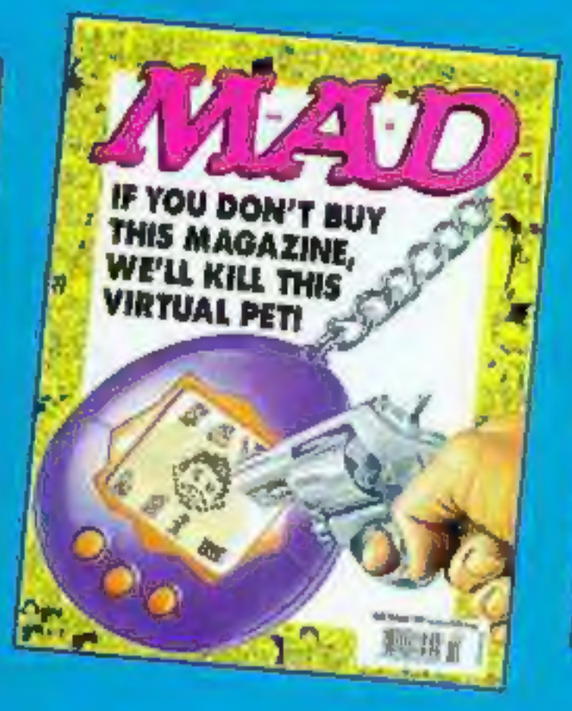

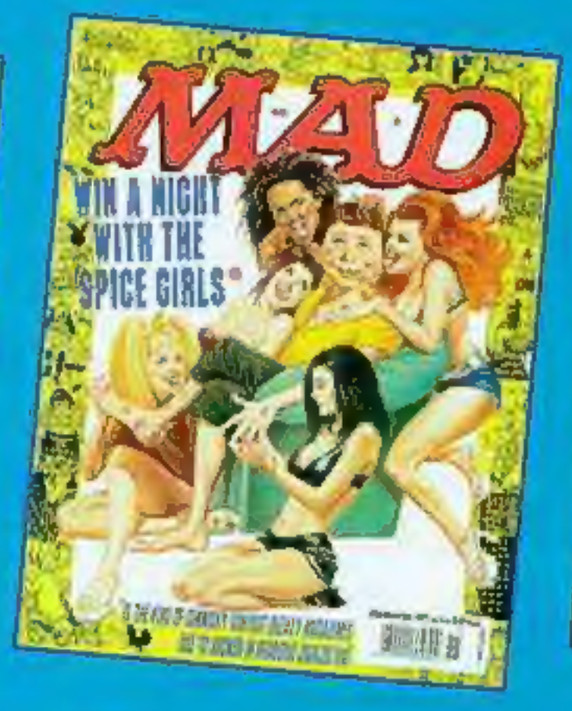

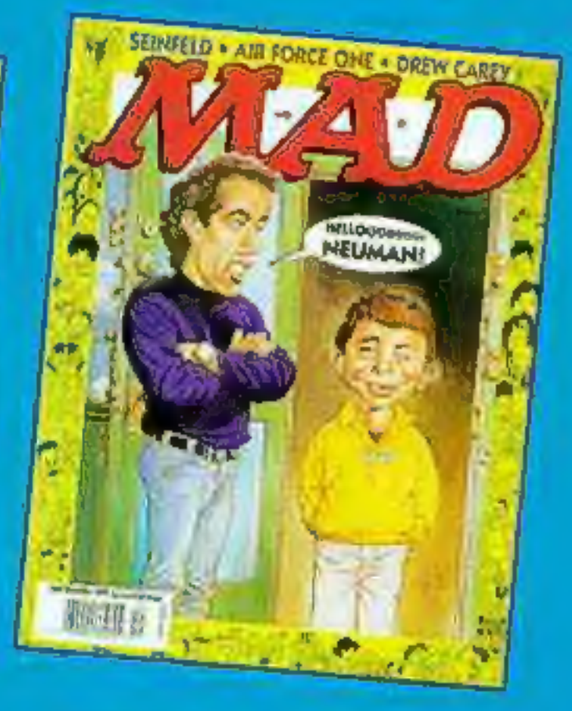

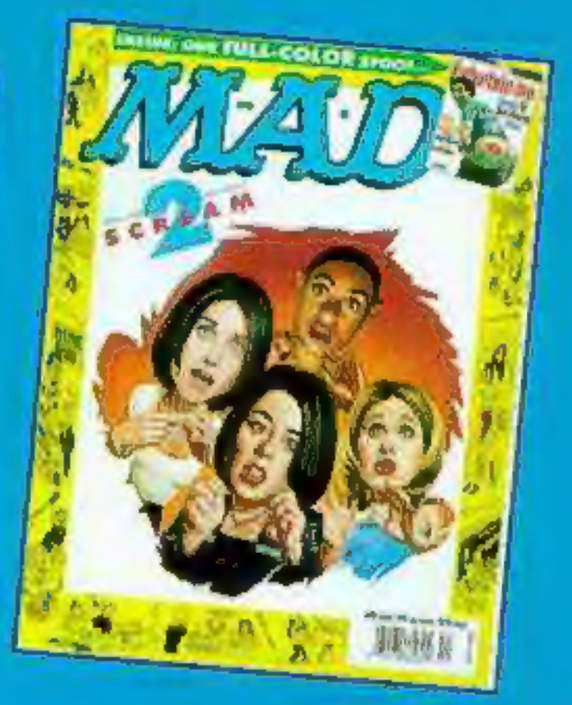

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JUNE 1998 **NUMBER 370**

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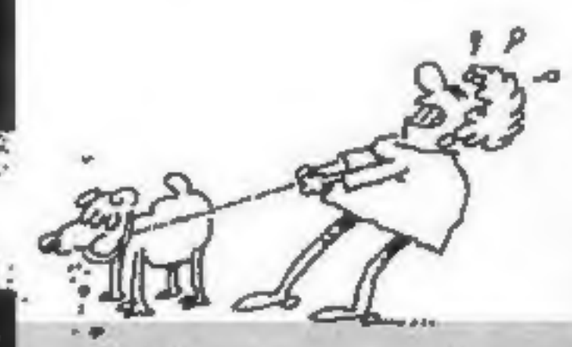

"Too many movies today have a beginning, a muddle and an end!"
— Alfred E. Neuman

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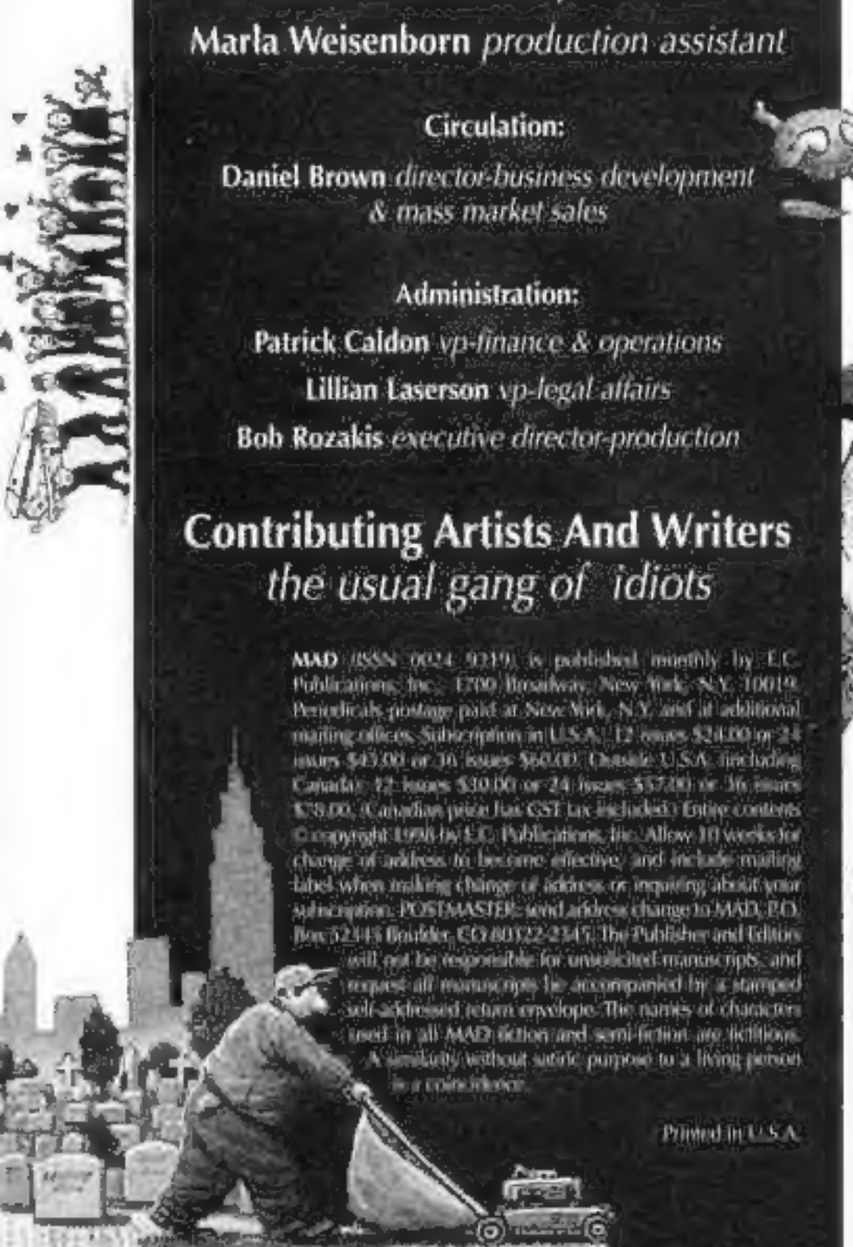

MAD #371
ON SALE JUNE 23!

I'M WITH CUPID

Boy am I upset! On Valentine's Day I gave my sweetheart a MAD Magazine and she dumped me. Why?

Bob Shilling
Redmond, WA

Bobby — We sat around the office and asked ourselves why a copy of MAD would force her to give you the heave-ho!:

1) She was so intimidated by your obvious appreciation of humor and satire that she couldn't possibly keep up with you intellectually! 2) Seeing MAD reminded her of an old boyfriend who had an appreciation of humor and satire! 3) From day one she could never get those stupid fold-ins to fold right, and by giving her a copy of MAD she thought you were mocking her ineptitude and clumsiness! 4) It had nothing to do with MAD at all — she'd just had it with those rows of golden kernels of corn you call teeth! Only you know which number is correct, Bobbo! —Ed.

ALFRED E. GATES

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UPSIDE
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What, Me Worry?
Bill Gates Has Already Won Everything
Upside Predicts The Future

As both subscribers of *Upside* magazine know, the November 1997 issue of this pesky publication featured a morph of Alfred E. Neuman and über techno-geek Bill Gates! Imagine the possibilities if such a person really existed — a man with the money of Bill Gates and the brains of Alfred — www.loser.com! Ha!

FATHER KNOWS JEST

My father, Dr. John B. Hession, becomes 75 on January 26, 1998. Being a loving, nurturing parent, he introduced his five children to MAD at an early age. He wanted to be sure we had a solid background for reading classic literature. It worked! We all read MAD. Now that Dad is 75, he gets his money's worth out of MAD magazine. He reads it twice before he remembers what he's read! Please print his name in your magazine. It's the cheapest gift I could think to get him.

Maeve Sanchez
Chesapeake City, MD

Maeve — Our pleasure: Happy Birthday Dr. John B. Hession! Happy Birthday Dr. John B. Hession! Hope you only had to read this once! —Ed.

NAG RACING

Apparently you guys don't watch drag racing very much because you screwed up a picture in your article "A MAD Look at Drag Racing" (Issue #366). You drew a picture of a drag racing driver waiting to start the race, but he can't because his door is locked. If you had any brains you would know that cars used in drag racing don't have doors, the body of the car lifts up. So why in the world is that moron trying to open the car door with a hanger? Maybe you guys should lay in the middle of a race track and get a first hand view. Or you could call up John Caldwell!

Matt Behnke
Warsaw, IN

Matt — We took your advice and called John Caldwell. Unfortunately, he is still feeling the effects of the head-on collision (See letters page #366). John says: "Huh, what? They still haven't stopped the bleeding, man." But not to worry — we managed to schedule an appointment for Caldwell with the renowned physician, Dr. John B. Hession. We hear he is excellent if you don't mind having to repeat your symptoms twice! —Ed.

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MAD CELEBRITY SNAPS

Gene Phillip of Great Falls, VA sent in this very curious snapshot of himself, Miss Mia Farrow, two issues of MAD in which Miss Farrow appears on the covers and a big, burly bodyguard that Miss Farrow obviously hired to keep the likes of Gene the hell away from her! Although we may be mistaken, right after this photo was taken, it is rumored that Miss Farrow offered to adopt Gene. We don't know what was finally decided, but we do have a tip for Gene Farrow nee Phillip: stay out of the attic with the Woodman! Congrats on your one-year subscription to MAD!

ORIGINAL MAD ART AUCTION!

An auction of original MAD artwork will be held on Friday, June 5 at Sotheby's Auction House in New York City. Among the items available are classic MAD covers by Norman Mingo and black and white cartoons and illustrations by the Usual Gang of Idiots. Catalogues for this auction can be ordered by calling Sotheby's Subscriptions at 1-800-444-3709. Approximate cost: $27. Visit the MAD AOL site for more information. C'mon! Stop saving up for that Monet and buy some *real* art!

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ENVELOPE OF THE MONTH

JIM HUTCHINGS
SARNIA, ONTARIO
CANADA
LISTEN TO THIS, MOM! IT'S A NEW BREAKFAST CEREAL! WHEN I POUR MILK ON IT, THE CEREAL TALKS TO ME! I'M NOT KIDDING! IT SAYS "SUBSCRIBE TO MAD MAGAZINE!"
ALFRED E. NEUMAN CEREAL
INGREDIENTS: HUMOR, JOKES, POLITICAL SATIRE, PARODY, FUN
SUBSCRIBE TO MAD MAGAZINE
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10019 U.S.A.

The smart lad on the front of this envelope of the month from Jim Hutchings of Ontario, Canada knows a daily dose of MAD has all the necessary ingredients for a well-rounded life of stupidity! So come on, why don't you subscribe to MAD! Just go easy on the milk!

CARREY PACKAGE

I am disgusted that in "The California Institute of Comedy Writing" (MAD #366) you did not mention Jim Carrey. I mean, you could have added something, anything!

Dan Dawson
Ontario, Canada

O Danny Boy — We didn't think that it was appropriate to mention Jim Carrey in an article about comedy. Having just seen snippets of *The Cable Guy* on HBO for the zillionth time, we stand behind our decision! —Ed.

ROUGH, TOUGH, AND IN THE BUFFY

It's about time you did a satire on my favorite TV show, *Buffy the Vampire Slayer* (MAD #367). Torres and DeBartolo did their usual crummy job! Boy, that Sarah Michelle Gellar is a real cutie! Any chance you guys can find out her phone number so I can ask her out on a date? I'll be waiting for that with breathless anticipation!

Joe Fonseca
Ontario, Canada

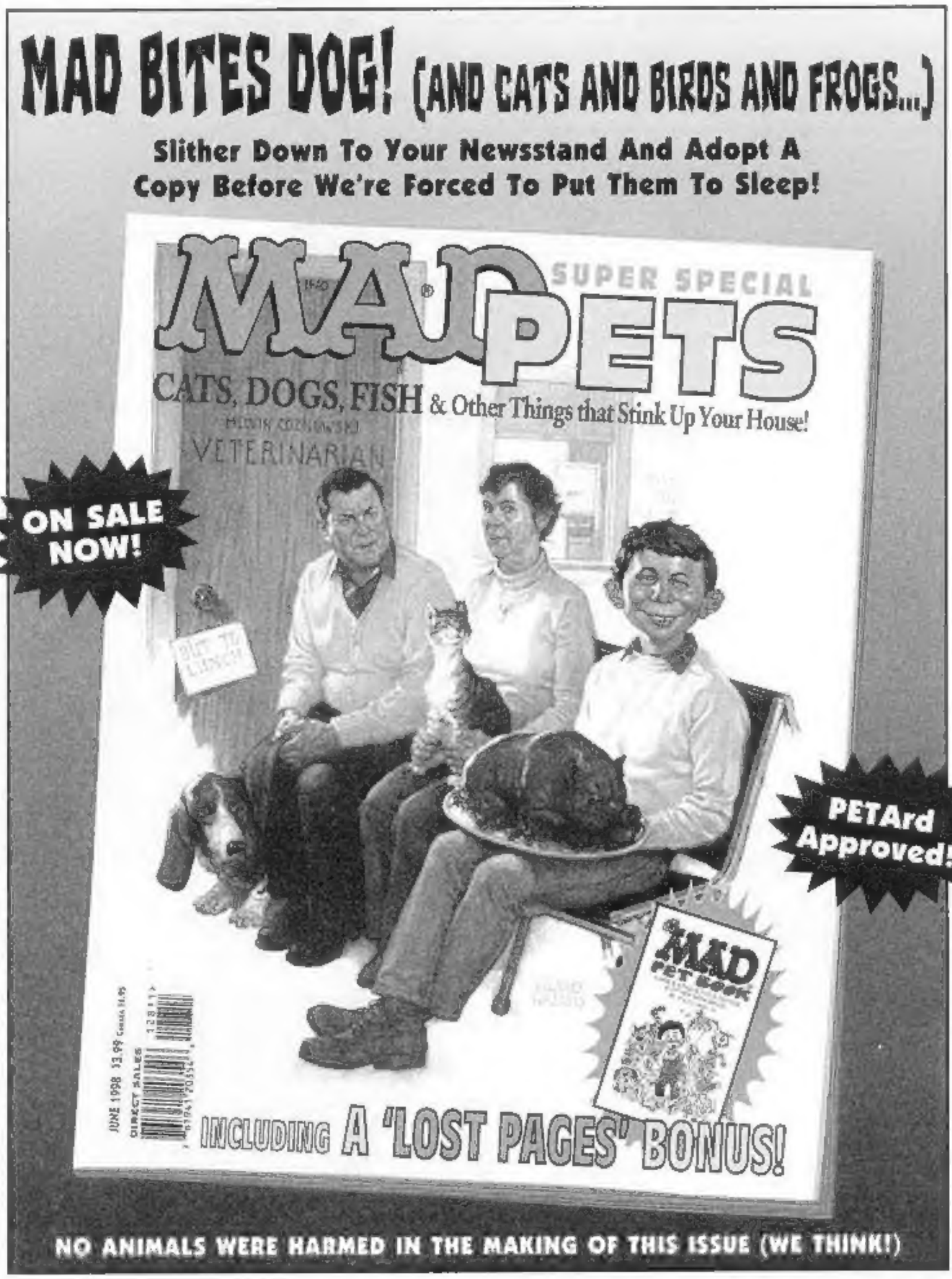
Joey Joe — Obviously we can't give you Sarah's phone number. But we did call her up and we read her your heartfelt letter. After hearing it, Sarah had to fight off the urge to plunge a wooden stake into her *own* heart! We hate to be the bearer of bad news, but why would beautiful, sexy and talented Sarah go on a date with an über loser from Kitchener, Ontario? We suggest you start out your journey into the pleasures of the flesh with something easier and more attainable. You know, like the Spice Girls or Hanson! Good luck and thanks for writing from the Great White North! —Ed.

THE PET OFFENSIVE

I have read MAD Magazine for the longest time and I have never been so disgusted in my life! In issue #366's "Approaches to Avoid When Your Child's Pet Dies," I think that you should consider that children are affected by a death of their pet. So maybe you should take that attitude about animals and cram it!

Denise Mercado
Fort Stockton, TX

Denise — Why do we get the feeling that when you finally have to be "put to sleep," your dog/cat/goldfish/hamster is going to throw the biggest block party that Fort Stockton has ever seen! Meow! —Ed.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NO ANIMALS WERE HARMED IN THE MAKING OF THIS ISSUE (WE THINK!)

Captain, dead ahead!

I know, ice-berg!!!

Sorry Captain, we're in tropical waters! It looks like some sort of giant sea monster!

Too bad! Icebergs are big money these days! If we could make 1/50th of the money *Titanic* made, we'd be rich!

If it's not an iceberg, what did we strike?

We struck a rehash of a 30-year-old B-movie, hokey Japanese monster!

Hokey Japanese monster? That sounds vaguely interesting!

It *was* interesting at first, Captain, then it got tedious, then stupid, then it just plain...

I'm Dr. Neck Tattoo, a biologist! I've been doing a three-year scientific study of Chernobyl earthworms! Because of radio-active contamination, these earthworms are much bigger than they were before! But don't worry, they taste about the same! I've earned the nickname "worm boy"! Oddly enough, it has nothing to do with my studying worms! It's the way I crawl in front of my boss! Hey, there's not much call for my line of work, so I do what I have to do to keep my job!

I'm Elsea Chapstick, a paleon-tologist and head of research at the National Institute of Paleontology and Advanced Sexual Positiontology! I'm also a big flirt who's attracted to Dr. Tattoo, the "worm boy"! I hope to go out with him soon so I can find out if the radioactive soil he works with has made anything else grow bigger!

I'm Tawdry Timmids, and I want to be a TV news reporter! I came to New York because it's an ideal training ground! Then, when I'm good, I'll go to some place important, like Lawton, Nevada or Secaucus, New Jersey! Some of my accomplishments can already be seen on the air! I polished the shoes our anchorman, Charles Caveman, is wearing!

I'm Charles Caveman, self-important news anchor! News anchors are always portrayed as being vain and pompous in a very artificial way! But not me! I'm vain and pompous in a very real way! My assistant Tawdry says I'm a male chauvinist! But who would listen to her? She's only a woman, for God's sake!

I'm Manimal, a TV cameraman who'll risk anything to get a story on video-tape! I've run into burning buildings, climbed into erupting volcanoes, and taken my equipment out into howling tornadoes! All of which has gotten me into the *Guiness Book of World Records!* Not for the footage I shot, but for destroying more video equip-ment than anyone else in the world!

I'm Phillipe Roach, a member of the French Secret Service! As my cover, I'm pretending to be a Frenchman who likes Americans! Boy, talk about your tough assign-ments! Of course, fooling the Americans should be easy! They're so stupid!

I'm Colonel Hicky! I make stupid decisions and don't listen to experts who really know what they're talking about! In other words, I'm your typical "movie" military officer, which, unfortun-ately, is typical of most *real* military officers!

IT WAS THE BEAST OF TIMES...DEPT.

GOTSILLY

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

We brought you here to see these gigantic footprints, doctor! Any thoughts?

Yeah, if Dr. Scholl could sell the guy who made these prints just one pair of insoles, he could retire! Man, what large feet! He must use a hedge trimmer to cut his toe nails!

NO WAY

I told the Colonel this wasn't your field, Dr. Tattoo! I'm Elsea, the hot-to-trot paleontologist! Does your wife work with you?

No, I'm single!

Great! Do you have a girlfriend?

No girl-friend!

Boy-friend? This is the '90s...

Nineties or not, there's definitely no boy-friend!

Elsea, suppose we work on stalking what made these footprints first! You can work on stalking Dr. Tattoo after hours!

FIRE 1¢ ⇨

This foot-age was just released by the French!

It's typical of French Cinema! Pretentious, no plot, terrible directing, bad special effects!

This is news footage, Doctor! It shows a Japanese ship that was attacked yesterday! It's the second ship to sink mysteriously in two days!

Sometimes those overzealous Greenpeace volunteers get a little carried away!

I believe the giant footprints have something to do with these ships!

This may not be my field of expertise, but ships do not make footprints!

Hmmm, he's right about that! But look at this map — the X's mark all the boats that have recently sunk!

And what do you think these hearts indicate?

Nude beach-es! I put those on the map!

LONG ISLAND

SKULL IS.

If we follow those X's on the map, we see that a huge, strange creature is heading to Australia!

Australia? Great! None of us live down there, so what's the big deal?

The big deal? You boneheads have the map upside down! It's heading straight for New York City!

My God! We must save the city! I have seats for Paul Simon's play, *The Capeman*, next week!

The Capeman? Maybe you'll luck out and the creature will destroy the theater before then!

Look at this, Elsea! Slivers of radioactive reptile that washed up on shore!

No thanks, I've had my lunch already!

They're from a Theropoda Xeroxus — a duplicate of the reptile which was thought to have died when the Japanese stopped making black and white horror films!

Run! Run for your lives! It's a 300-foot tall monster from under the sea!

A 300 foot monster! Perfect! I thought I used every excuse for being late for work, but this one I know my boss has never heard!

Do you think nuclear contamination caused that thing to grow so big?

It was either nuclear contamination or second-hand smoke! Maybe both!

He looks so mean and angry!

Okay, throw in a case of jock itch!

This is the city! Potholes 15 feet deep! Crushed cars! People screaming, running in panic! Sidewalks littered with the wounded and dying! Imagine how much worse it will be when the monster comes to this block!

I want this beast out of New York City! And I want it done in a way that I can take credit for getting rid of it!

You must realize the beast is an untamed animal with needs!

Hey! That's just like me, Dr. Tattoo!

Give it what it needs and it will come to us!

Great idea! Call the Bronx Zoo and see if they have a 100-foot female monster! With nice legs and a great personality!

Hey! That's just like me, Dr. Tattoo!

The **monster** is **probably hungry** for **fish!**

This is **New York City!** You can't get **last minute reservations** at a **good seafood restaurant!**

We're **dumping tons** of **fish** into **Flatiron Square!** The **monster** has **burrowed underground**, so we'll open the **manholes** and let the **stink** of the **fish waft down!**

You can **try it**, but I'm **warning you:** the **stink** of the **subway** is only gonna **waft up** and **overcome** the **stink** of the **fish!**

The **Chrysler Building** has now been **destroyed too!**

Gotsilly has done **hundreds** of **millions** of **dollars** worth of **damage!**

No, ***he's*** only done a **fraction** of the **damage!** It's our **own "smart bombs"** that are **leveling everything** in **sight!** It's like the **Gulf War** all over **again!**

I have more **bad news!** My **tests indicate** he's **pregnant!**

If he's **one of a kind**, and **he's a he**, how can **he** be **pregnant?**

We **think** he's **asexual!** He can **reproduce** all by **himself!**

Impossible! Even **Madonna** couldn't do **that!**

Let's book **Gotsilly** on ***Letterman!*** Reproducing himself would be the **greatest Stupid Pet Trick** ever – but ***Leno*** would probably ***still*** **beat Dave** in the **ratings!**

RABBIT TEST

MAYOR

RABBIT

Now we **also** have to **worry** about his **eggs!** He can **lay up to a dozen** at a **time!**

We better **lure** the **monster** into **Central Park!**

Great idea! It's an **open area**, and you **won't injure people** as you **shoot** at **him!**

Actually, I was **thinking** if we can **get him** into the **park**, he'll be **mugged!** Then we can **capture him!**

He's using his **power breath** to **blow things apart!**

And he's been **eating fish! YECCH!** I hope the **military** can **rustle up** a **Tic Tac** the size of a **Chevy Blazer!**

HALITOSIS

I can't **believe it! Gotsilly** stepped down and **almost crushed me!** Luckily, I fit **right** in **between his toes!!** Boy, this guy's in **sad shape!** Not only does he have **jock itch**, he's got **athlete's foot too!** He'll need a **tube** of **Tinactin** the **size** of a **bus** to **cure that!**

MEGLIN'S HOT DOG BAR

I've heard of **hostile people**, but these **New Yorkers** are **unbelievable!** Every time I **stop**, **cars park** on **my tail!** I've got **two tickets** for **jaywalking!!** I **lost $50** playing **three card monte!** I'm **going back** into the **Hudson River** where it's safe, even **WITH** all the **raw sewage!**

Look at all these **eggs** he **laid here** in **Madison Square Garden!** If these **creatures muitiply**, there'll be **more** of **them!**

I know **a lot** about the **monster!** Allow me to **help!** I'm **Phillippe Roach**, from the **French Secret Service!** Here's my **badge!**

It's **blank!** Your **badge** has **nothing on it!**

That's how *secret* **my service is!** I would have **helped sooner**, but being **French**, I was **drinking wine** while preparing a **seven course snack!** I'll order an **attack!**

THE RANGERS LAID THIS EGG...

I'm **reporting** from outside **Madison Square Garden!** Listen to the **destruction inside!** Seats are being **ripped out**, walls are **crumbling** and the entire suspended ceiling is about to **crash down!** Then again, who can blame the **fans** for **trashing** the **place** with the way the **Knicks** and **Rangers** are playing **these days!**

I don't **believe it!** **Gotsilly** is **climbing back out** of the **Hudson River!** Will **NOTHING** stop this **monster?** **Worse yet**, will **NOTHING end** this **movie?**

Gotsilly doesn't **give up easily!** We've **got** to **lure him** to a **bridge!**

So we can get him **trapped** in the **cables?**

No, so we can **wreck** something **other than buildings!** That was **done to death** in ***Independence Day!***

YECH!

WIDE LOAD

Luring Gotsilly to a bridge **worked!** He's **trapped** in the **cables!** He's a **goner!**

So's this **bridge!** Hmmm, if I don't **repair it** and **cars keep falling** into the **East River**, I can **take credit** for **alleviating** our **overcrowded roadways!**

Now we've **got to blow up** all the **eggs** in his **nest** so the **city** is **safe again!** Or at **least** as safe as **New York City** can **be!**

We **destroyed** all the **eggs**, but **that one!!** Look, it's **hatching!**

Good grief! It **looks** like **Bill Clinton!** What **does** that **mean?!?**

It **means** the **monster** must have **worked** as a **White House intern** before he came to **New York City!**

Well, **Clinton does** have a **history** of going after **beastly things!** Remember **Paula Jones!**

Uh-oh! Did **Someone** say **Special Prosecutor?**

MAD POP OFF VIDEO

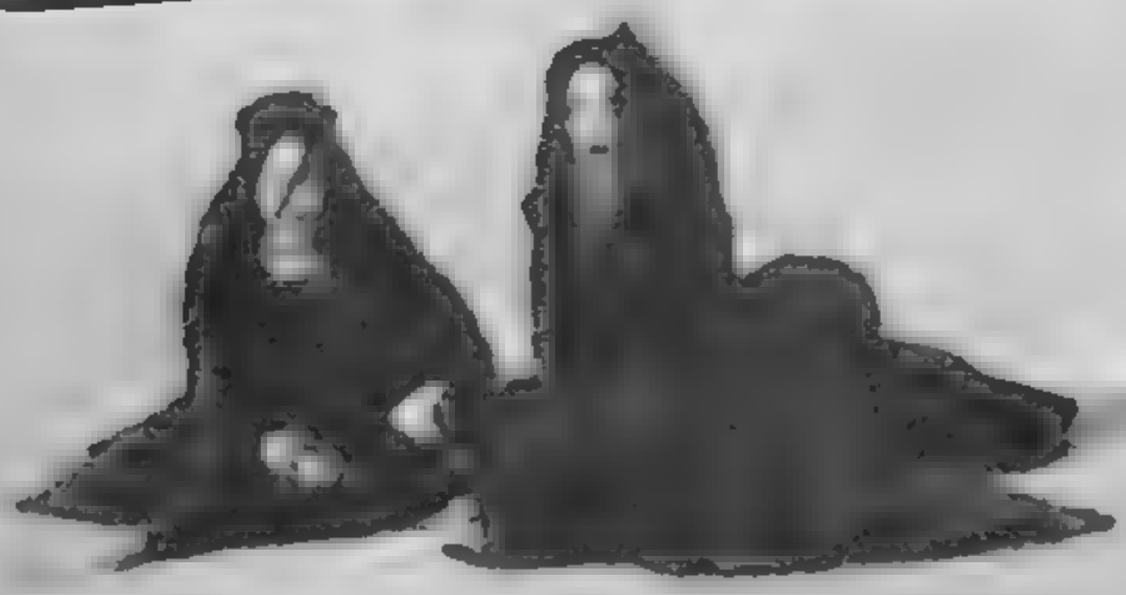
MADONNA "FROZEN"

In the 1980s, she outraged clergy with her use of Catholic imagery. Then came her Kaballah Judaism phase.

If this album doesn't sell, she'll soon be shaking a tambourine at the airport.

Watching Madonna embrace trip-hop electronica in 1998 is uncomfortably like watching Grandma shaking her artificial hip to "Whoomp! There It Is!" at a wedding.

Madonna said that nothing, but nothing, would convince her to use her daughter in promotion.



The sales for *Bedtime Stories*, *Something to Remember* and *Evita* dipped close enough to "nothing but nothing" that she quickly taught Lourdes to say "cheese"!

Madonna surrounded by the crowds of people who can't wait to see what new and shocking thing the li'l minx will do next.

WRITER, DESMOND DEVLIN

ASH KISSERS DEPT.

Hot trends come and go. Today's navel ring is in and tomorrow it's out. (Or should we say it's innie and outie? Ha!) Currently, cigars are the hottest thing since ankle tattoos and caffeinated spring water. No supermodel worth her coked-up rock star boyfriend would dare be seen without one. How can you tell the Temporary Trendies from the dedicated Churchill Chompers? Simple! Just look for the symptoms illustrated in the following article we like to call...

Only a True Cigar Lover...

...could describe an odor similar to an arson fire at a condemned slaughterhouse as "a robust, enticing aroma that is both earthy and lingering."

...would spend an hour and a half selecting a tie that goes with his cigar band.

...would use the word "draw," which is an upscale term meaning "suck."

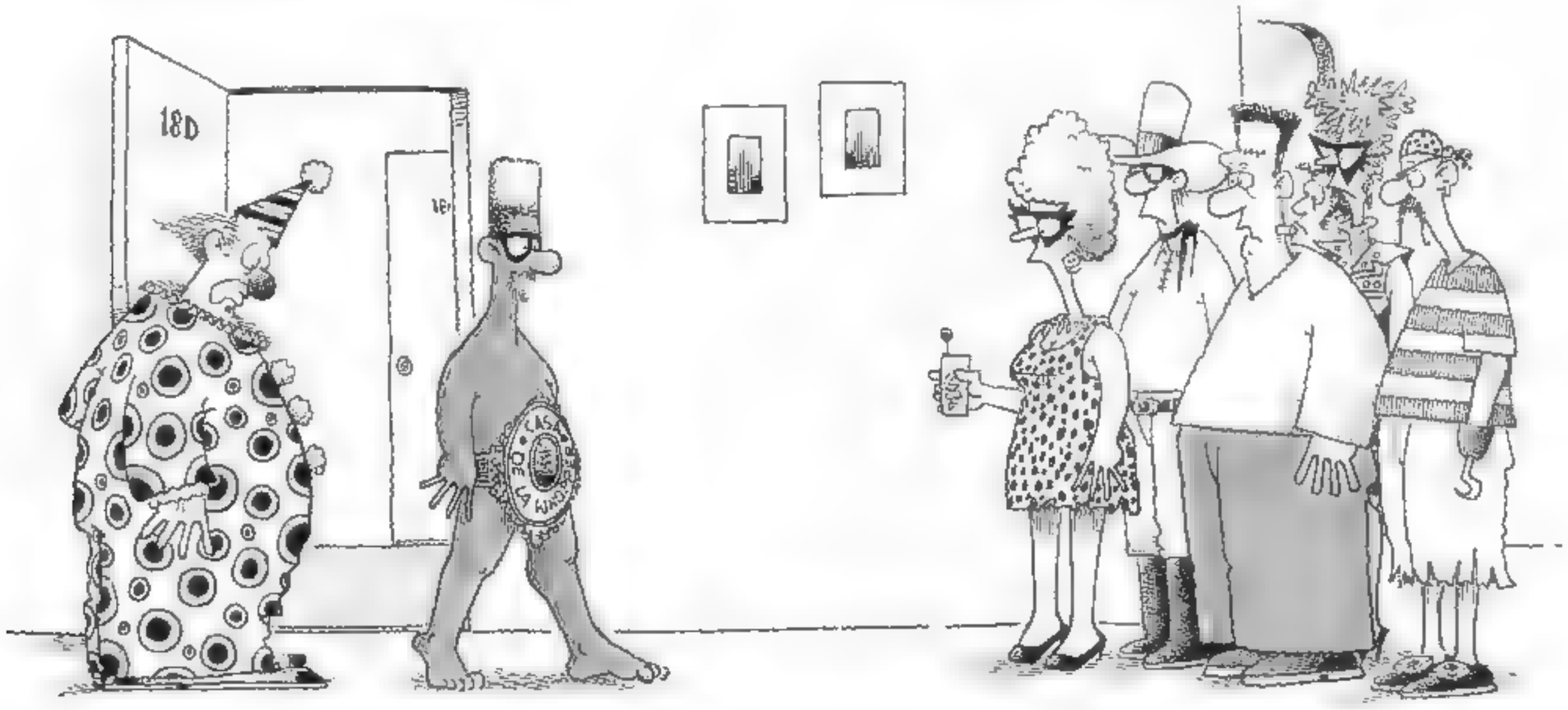
ARTIST & WRITER, JOHN CALDWELL

...would drool over the naturally-wrapped Montecristo in a cigar advertisement rather than the naturally-unwrapped model hawking it.

...would lobby to make smoke-ring blowing an Olympic event.

would have her eye color listed on her driver's license as "Colorado Maduro"

...would describe a midwinter bout with hypothermia, brought on by a lengthy afternoon cigar break, as a "good smoke."



...would attend a costume party as a Honduran Double Corona

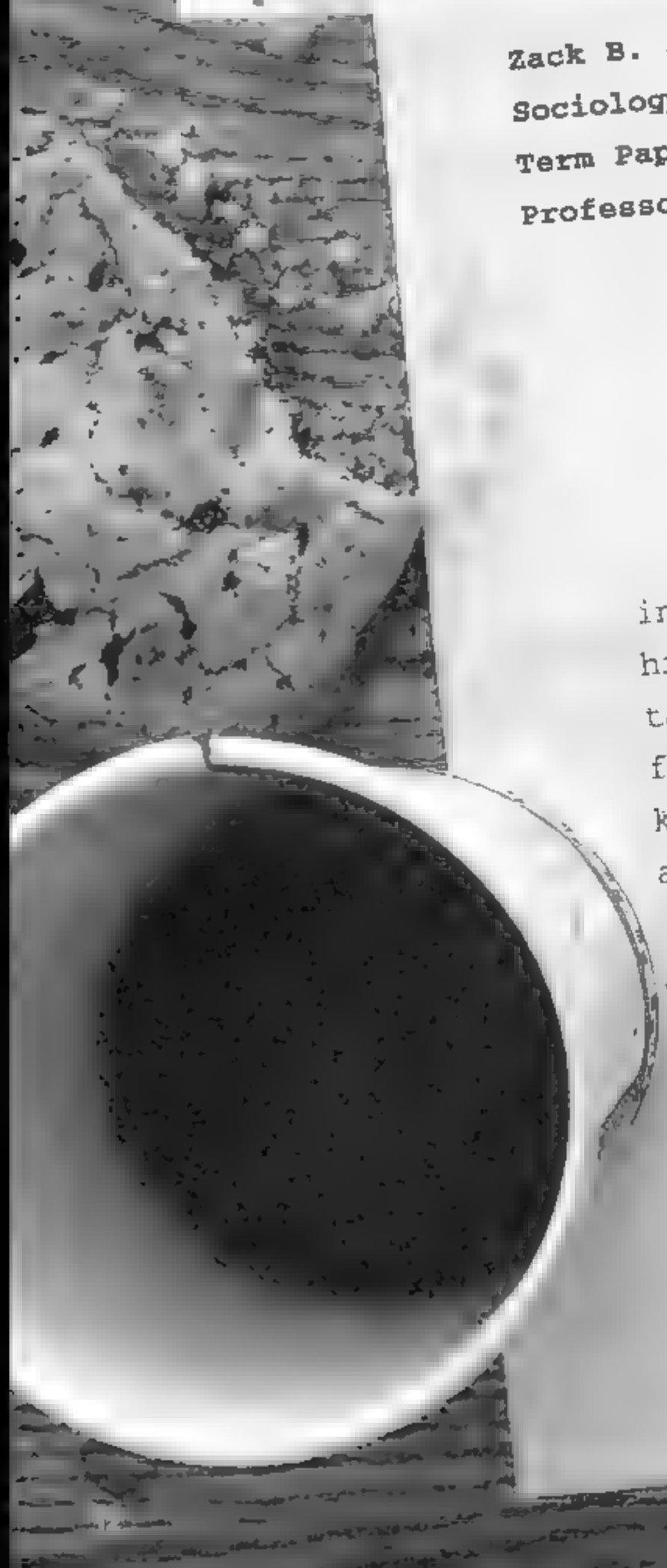
can fondly recall every detail of any of the numerous burn holes on his clothing

...would go to "drug mule" lengths to smuggle home a cache of Cuban Cheroots

A CITE FOR SORE EYES DEPT.

Once upon a time, when the American educational system was actually educational, students spent long hours in the library conducting research to write intelligent, in-depth term papers. This meant sifting through card catalogs, poring over vast tomes, looking through piles of magazines and organizing the whole mess into a coherent paper to turn in. But today's slacking Gen-Xers don't have the time or inclination to bother with all that work, so they slap together a paper chock full of, shall we say, questionable sources — as you'll see as MAD presents...

MODERN TERM PAPER FOOTNOTES, SOURCES AND REFERENCES



Zack B. Slacker
Sociology 102
Term Paper — Spring, 1998
Professor Hans Brickface

SEX AND COURTSHIP IN CONTEMPORARY AMERICA FROM A MALE PERSPECTIVE

From the day of his first "morning wood"[1] until well into his "sexy sixties,"[2] the American male spends most of his waking hours thinking about females, who have a certain "je ne sais quoi"[3] that makes them so very, very different from us men[4] (e.g.[5] for every one woman who doesn't know about Joe DiMaggio's 56-game hitting streak,[6] there are two men who do).

As first demonstrated in 1947 by the Kinsey Report,[7] men are "attracted" to women "sexually." When none are available, they have been known to "take matters into their own hands," with, say, a copy of Glamour magazine,[8] or even engage the reasonably-priced services of two (or more!) lesbians who actually enjoy "performing," while lonely straight guys watch.[9]

But how "to be or not to be"[10] with a real, live

PHOTOGRAPHER: IRVING SCHILD

woman? Some men prefer the direct, straightforward pick up line, i.e.[11] walking up to a girl in a bar and just saying, "Yo baby, let's knock boots,"[12] which, okay, has an extremely low rate of success, but "hey, it's worth a try!"[13] Other men, such as rock superstars, prefer hitting on females they meet in the workplace (i.e. makeup artists just hired for a one-day video shoot[14]). Fighting other males for a woman will often "win her over,"[15] although sometimes this can backfire.[16] Another ploy that usually works is rescuing the woman from terrorists who have tied her up in an office tower somewhere.[17] (Boy, that must really get 'em hot, because Bruce Willis isn't all that good-looking![18])

What do women themselves say they want in a man? Just as sure as 2+2=4,[19] most of them claim that "Sense of humor is number one on my list,"[20] but in reality, this is a crock of bull![21] Most find cigarette smokers unappealing, although interestingly enough, a few women say the smell of a good cigar "drives me wild"![22] Almost all women are drawn to a man who shows a little of his feminine side, but not too much![23]

[1] Butt head, Beavis and Butt-head. MTV. January, 12, 1996.
[2] Gifford, Kathie Lee, Live with Regis and Kathie Lee. Channel 7. April 16, 1996.
[3] LePew, Pepe, Warner Brothers Cartoon. 1958.
[4] Infomercial for Men are from Mars; Women are from Venus. TBS, February 4, 1998, 3 a.m.
[5] My roommate, who says put in a lot of "e.g.s"
[6] Win Ben Stein's Money. Comedy Central. October 6, 1997.
[7] Term Paper my friend Todd Smith bought last semester.
[8] Costanza, George. Seinfeld. Must-See-TV September 15, 1995.
[9] www.HotDykes4-U.com
[10] Shakespeare, William Hamlet. A l-o-o-o o-ng time ago!
[11] My other roommate, who says put in a lot of "i.e.s"
[12] This Really Funny Black Dude. Def Comedy Jam. April 13, 1996.
[13] My own opinion. March 6, 1998.
[14] Pop-Up Video. VH1. January 22, 1998
[15] "Duke Nukem 3D." Windows 95 Version.
[16] Screech. Saved by the Bell. TBS. November 15, 1997.
[17] Die Hard. Twentieth Century Fox. 1988.
[18] Based on appearance on Late Show with David Letterman without toupee. May 30, 1997.
[19] Schoolhouse Rock. ABC-TV. 1970s.
[20] Any Supermodel. Entertainment Tonight. Any year.
[21] My personal experience.
[22] Miss September. "Turn-ons and Turn-offs," Playboy Magazine. September, 1996.
[23] Simmons, Richard. Sweatin' to the Oldies. Vol. I, II, III.

ANGSTER'S PARADISE DEPT.

MONROE &...

Do you want to rock? Well, light those lighters and get ready to scream yourself

It's gonna rock!

Cool!

What are you guys talking about?

DOROTHY DAHMER

Dylan got tickets to the Dorothy Dahmer concert!

What's it to you, Monroe? You'd never go to a rock concert! You're a scaredy-wuss!

GLUG GLUG

If I don't go I'll get my ass kicked!

Relax! You go get ready, and I'll get you in for free!

Oh my God! Mom! You don't know how stupid you look!

This is the style, dude!

This looks bad.

Don't worry! You're going in the back way!

WHOA!... I'm in!

Hey!

Huh?

Wanna do a LUUUUUDE?

No! Leave me alone, please!

Still has his morals — definitely a virgin!

A perfect offering to the master!

You're gonna watch the show from backstage, little man!

Cool!

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

THE CONCERT

hoarse. But first make sure your mom will give you a ride to the show!

Scaredy-wuss! Good one, Dylan!

Uh, oh yeah? It just so happens that I'm going to the concert! Front row seats!

BUSH

Is that right? I got front row seats, too. How about, I don't see you there, Monday I kick your ass?!?

Whu...?

BUSH

Mom, I...uh...I need a hundred bucks to buy a concert ticket from a scalper!

A hundred bucks! Dear Lord, I'm hallucinating after only half a bottle!

Backstage pass? Who wants that? I HATE rock stars!

SECURITY

It's the security guards I like!

BACKSTAGE

(Pssst) Go on in the door!

POINT

POINT

Looks like you need a strip search, baby!

BACKSTAGE

(Giggle!)

ZIP!

Wow!

I eat the sacrificed lasamb,
With a bit of mint jelly...
I've got Satan's baby
A-growin' in my belly!

THANK YOU! YOU ALL SUCK!

For this next song I demand a human sacrifice!

YOU!

Gulp!

Hold him down, my impish minions, while I shower him with my wrath!

Please don't kill me!

And a one and a two and a BBBRRALLPH!

Give it up for the puke boy, you maggots!

Hey, they like me!

YEA, PUKEY!

Hey, Dylan. Say, did you happen to see me on stage with the band?

That was pretty cool, Dillweed. In fact, I'm not even gonna kick your ass.

All right!

But we'd all like to puke on the same guy that Dorothy Dahmer puked on. Isn't that right, everybody?

OH YEAH!!!

Enough with the chit-chat, let's get to pukin'!

SPEEW!

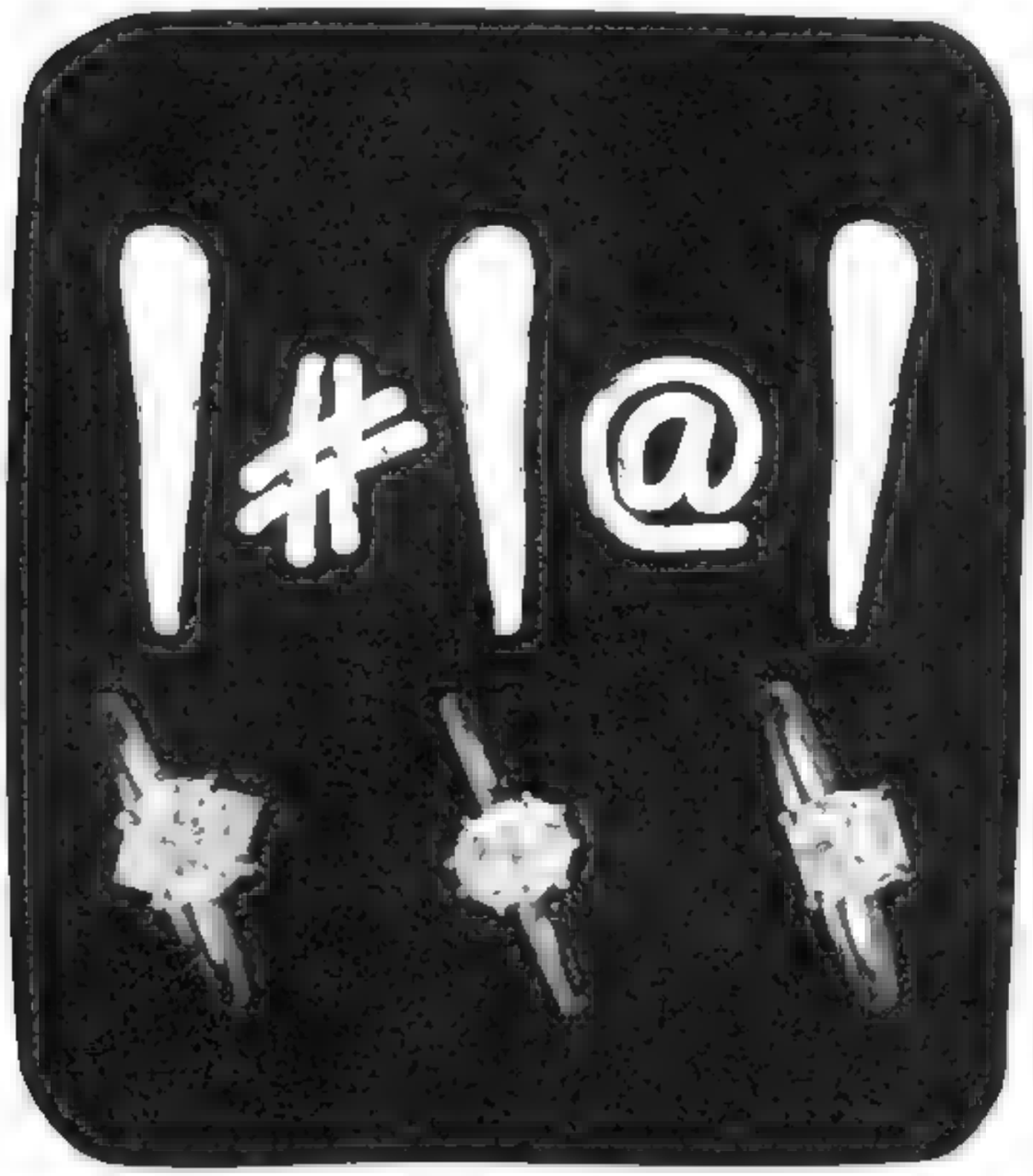
RALLPH!

RFF!

Oh man! Maybe next time I'll just let them kick my ass!

A MAN'S GUIDE *to not buying into* DIAMONDS

ARE YOU *one of the* TWO MILLION victims of ENGAGEMENT RING AD anxiety?



1. Relax. Most guys don't know about this stuff and that's exactly what the diamond industry is counting on when they run "friendly" ads like this one.
2. But you could be easily duped, so read on.
3. Spend wisely. It's tricky because, just like no two diamonds are alike, no two appraisals for the same diamond are alike. DeBores has over 100 years' experience in overvaluing diamonds and then mining the wallets of unsuspecting customers. They sort rough diamonds into over 5,000 grades before they go on to be cut, polished and endlessly marked up. So you're never quite sure exactly what you're buying.
4. Learn the jargon. Not that 4***C's*** "***Cut, Color, Clarity*** and ***Carat weight.***" That's ***Crap***. Before stepping into any jewelry store, learn the 4***H's***. ***How much? How come*** you keep showing me rings I told you I can't afford? ***How come***, if the ring is "appraised" at $5,000, you're willing to sell it to me for half that amount? ***How much*** will you give me for the ring if this engagement blows up in my face and I want to resell it back to you?
5. Determine your price range. Most industry-sponsored ads suggest the *two months' salary guideline*. Spend less, they say, and the relatives will talk. Spend more, and they'll rave. Spend the next ten years of your life paying off the damn thing and you'll be miserable, broke and resentful.
6. Watch her as you browse. But whatever you do, don't take your fiancée with you when you're prepared to buy! Women have been thinking, dreaming and scheming about a diamond from the first moment they drew breath on God's green Earth. What they want and what you can afford are always miles apart. In the months leading up to the purchase, continually cry poverty to her. That way she will be surprised and cherish the fact that you sprung for any ring at all.
7. Find a reputable jeweler. Good luck! And while you're at it, maybe you can help O.J. find the "real killer"! Once you've found a jeweler, ask questions like, "If you say you make 'almost nothing' on a ring sale, how can you afford to wear $3,000 Armani suits and drive a Mercedes?"
8. *Learn more.* Ask whether any of your wiseass friends have an uncle in the business who can get you "the exact same ring, GUAR-UN-TEED, for half of what you paid," *before* you buy.
9. Finally, think romance. Chances are if you don't break down and give her a ring, she's going to cut you off. So buying a diamond is an important occasion in your relationship. No ring, no sex. *Besides, it's not like you had anything important to do with two months' salary!*

Diamond Misinformation Center
Sponsored by DeBores Conspiring Mines, Ltd.,

A diamond is an error.
DeBores

A MAD AD PARODY

THERE'S A SOCCER BORN EVERY MINUTE DEPT.

Every weekend at sports fields around our great land, kids gather to play soccer. They quickly realize that it's a stupid game and move on to other, more productive time-wasting activities. But their hatred of soccer continues to grow, which is why professional soccer leagues in the U.S. go belly-up faster than a Club Med in Iraq! Still, professional leagues keep trying to make a go of it. And none seem more determined to succeed (yet destined to fail!) than the Obscure North American Soccer League (O.N.A.S.L.). Ever heard of it? Here's a glimpse into this fine sports organization.

O.N.A.S.L. 1998-1999 PREVIEW

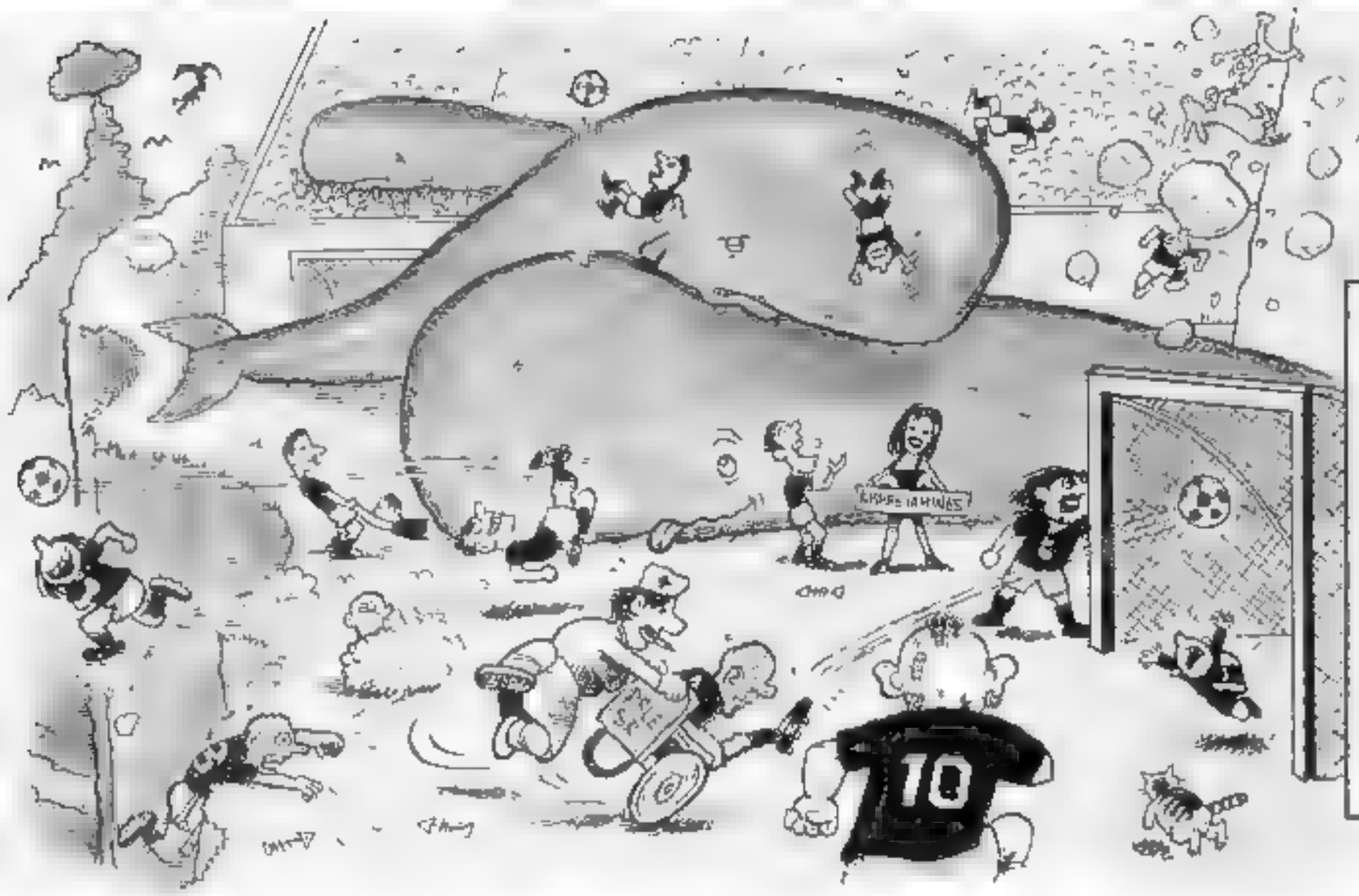
"Exciting soccer action. It's not a contradiction in terms. Really!"

OAKLAND BITTER FREEAGENTS

1997-1998 Record: 12-20
Returning Stars: Gianni "the Illegal Immigrant" Verolli, Peg-leg Johnson Jr
Head Coach: Peg-leg Johnson Sr
Home Field: Alcatraz **Seating Capacity:** 450
Strengths: Trendy purple/teal uniforms
Weaknesses: Inability to run, kick or bounce ball off their heads
Notes of Interest: This is the team's first full season in Oakland, after moving from Cincinnati during half-time of their tenth game last season

ROSWELL INCIDENTS

1997-1998 Record: None (Expansion Team)
Stars: Jacques Ennui, Sabulitar Heinrich Sturmundrang
Head Coach: Ready-o Trujillo
Home Field: Sylan Hills Cemetery **Seating Capacity:** 750
Strengths: Forward Sabulitar has only four fingers on each hand, which slightly reduces his chances of getting called for illegally touching the ball
Weaknesses: Defending the offside trap off the throw-in, whatever the hell that means
Notes of Interest: The club's slogan, "Give the game you hate a chance," is one of the more unique slogans in pro sports, but has not stirred much interest in the area.



PHOENIX BOOBIRDS

1997-1998 Record: 8-19
Returning Stars: Carl Gout, Pele's Father
Head Coach: Barry Switzer
Home Field. The Grand Canyon **Seating Capacity:** 200,000,000
Strengths. Found a way to mask illegal amphetamines in urine test results.
Weaknesses: Goalie is a dwarf
Notes of Interest. Phoenix fans tried to start their own tradition, à la Detroit Red Wings fans, by throwing a whale carcass onto the playing field each time the Boobirds scored. Unfortunately, Phoenix was the highest scoring team in the league, and the tradition got really tedious.

OTTAWA OPPONENTS

1997-1998 Record: 20-17
Returning Stars: Sean O'Hooligan, Alberto Bagjette
Head Coach: Wolfgang Schmaltz
Home Field: None **Seating Capacity:** 0
Strengths: Players all wear different uniform combinations, thoroughly confusing players on the other side.
Weaknesses: They confuse themselves just as much.
Notes of Interest: Garnering fan support has been difficult for Ottawa since their games are broadcast on the Dog Network at a frequency humans cannot hear.

NEW JERSEY SOOT

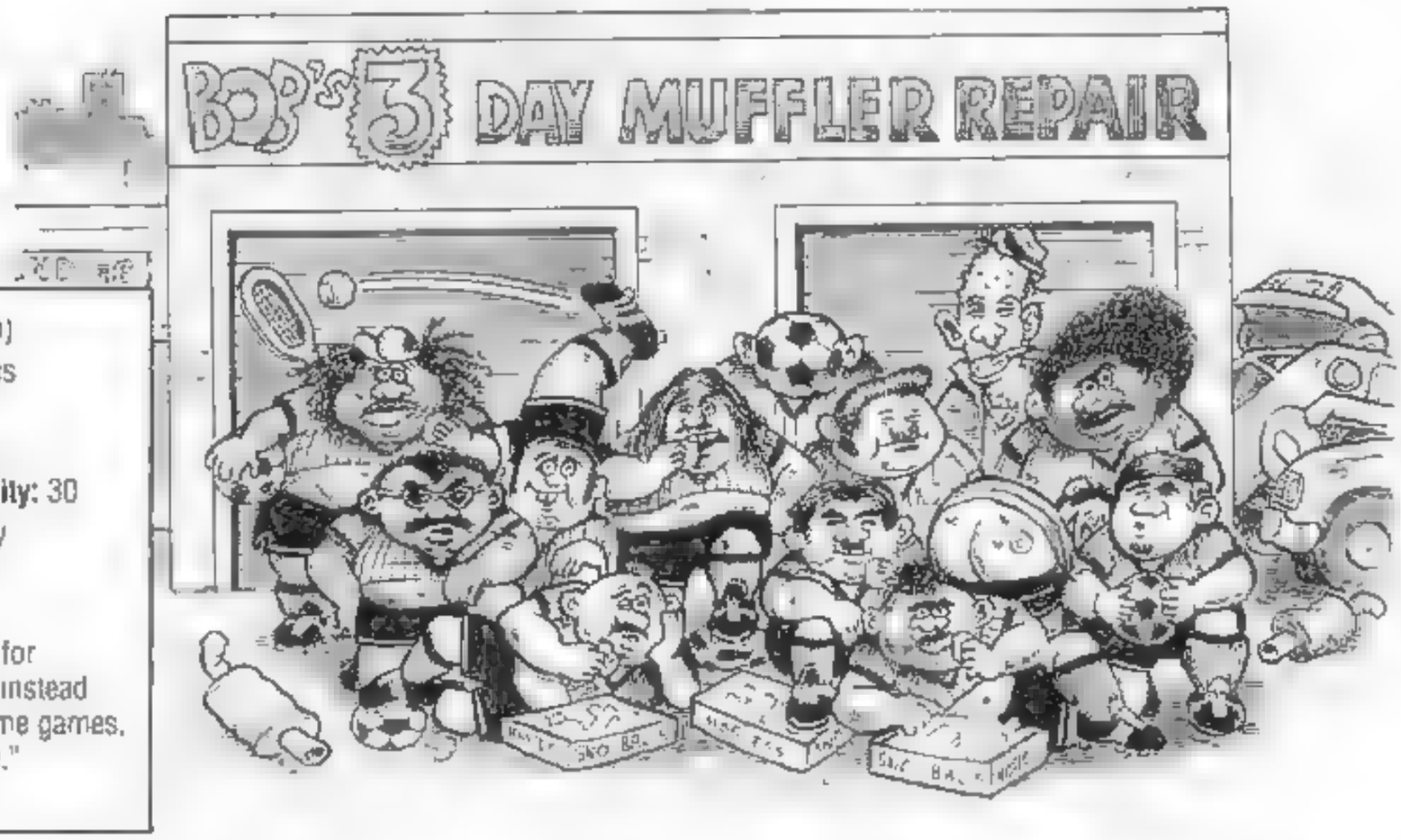
1997 - 1998 Record: 3-17
Returning Stars: Hans Bricabrac, Vic Hitler
Head Coach: Ezekiel Grubford
Home Field: P.S. 36 Playground **Seating Capacity:** 100
Strengths: Players do not have to go into the season with the memory of a painful loss, since team did not make the playoffs last season.
Weaknesses: Stupid nickname that can't be pluralized
Notes of Interest: The Soot begins '98 amidst controversy due to the pairing of Marv Albert and O.J. Simpson in the broadcast booth. Still, the furor shouldn't last that long since the team plans to fold right after their game on November 18 (which has been designated as "We're Folding Right After The Game Night").

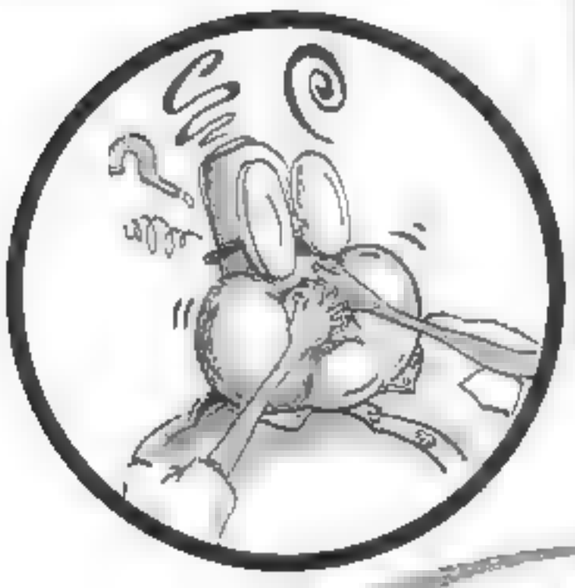
ARTISTS: TOM BUNK AND GREY BLACKWELL WRITER: JEFF KRUSE

1997-1998 Record: 8-15 (As members of the Cement Surface Football League)
Returning Stars: Sir Nigel Bedfellow, Desmondo Phil Corpse
Head Coach: "Paps" Carruthers
Home Field: Portland Ice Rink **Seating Capacity:** 400
Strengths: The arena sound system plays music with subliminal messages urging the opposing team to play poorly
Weaknesses: They're an indoor football team and know virtually nothing about soccer
Notes of Interest: None

1997-1998 Record: 4-21
Returning Stars: That real intense guy who screams a lot, Tony Barberi, Guy LeHowitzer
Head Coach: Niles Pretze
Home Field: The Seattle Kingdome **Seating Capacity:** 66,000
Strengths: The fact that there will probably be fewer than 20 fans per game makes a riot highly unlikely
Weaknesses: Jet lag
Notes of Interest: Almost all of the Miami players hail from three nations in nearby Latin America. Unfortunately, Cuba, Panama and the Dominican Republic are baseball-mad countries where soccer skills are rarely taught.

1997-1998 Record: None (Another Expansion Team)
Stars: Jumbo McDimbo, Lucas Mucous
Head Coach: Abernathy "Pickles" Gunther
Home Field: Parking Lot of Bob's Three-Day Muffler Repair **Seating Capacity:** 30
Strengths: Team never scores, thus greatly reducing the possibility of a tie
Weaknesses: Hostess Sno-balls
Notes of Interest: The team petitioned the league for permission to use a tennis ball instead of a soccer ball for all of its home games, just to "make things interesting." Their request was denied





THE SCHMUCKS STOP HERE DEPT.

When you think of amusement parks, merry-go-rounds, ferris wheels and roller coasters all come to mind. They are three things that ultimately go nowhere and have the potential to make you want to puke! Sorta like our next installment of...

Melvin & Jenkins'

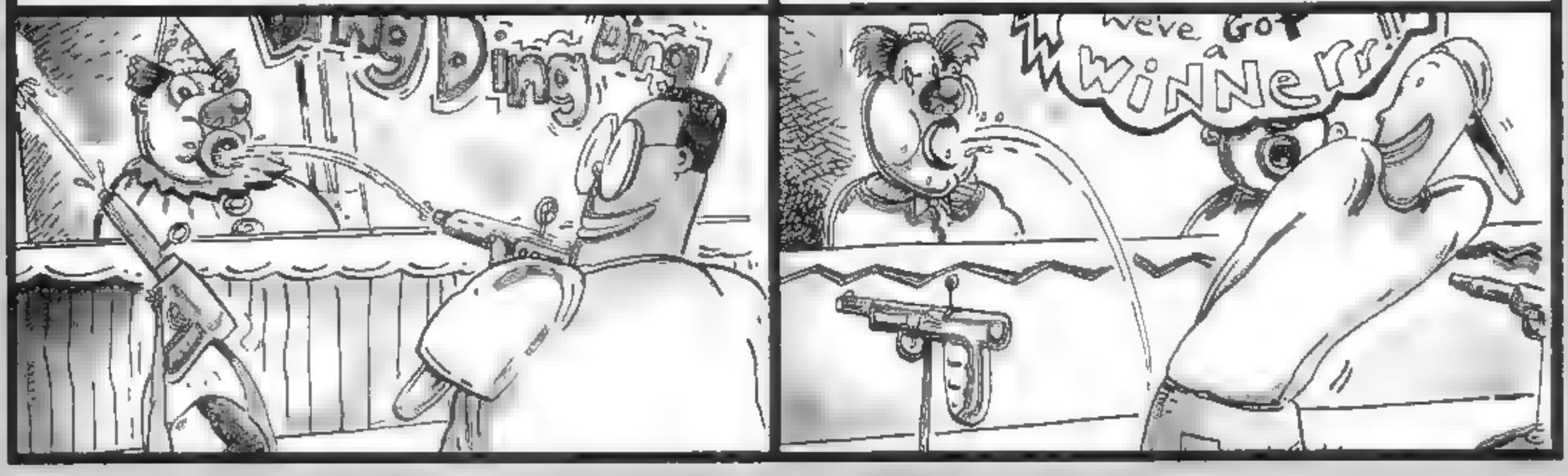
GUIDE TO AMUSEMENT PARKS

Jenkins

Jenkins thinks shooting the clown's mouth until the balloon breaks is a great way to have fun and win prizes.

Melvin

Melvin thinks shooting the clown's mouth is a great way to have fun and avoid the long lines at the bathroom!



Jenkins

Jenkins minds the warning signs instructing fun-goers not to stand up while the ride is in motion.

Melvin

The core of Melvin's lawsuit is that no one at the park specifically told him that he should not undo his seat-belt and jump onto the roller coaster coming in the opposite direction.

ARTIST: KEVIN POPE WRITER: DESMOND DEVLIN

Jenkins

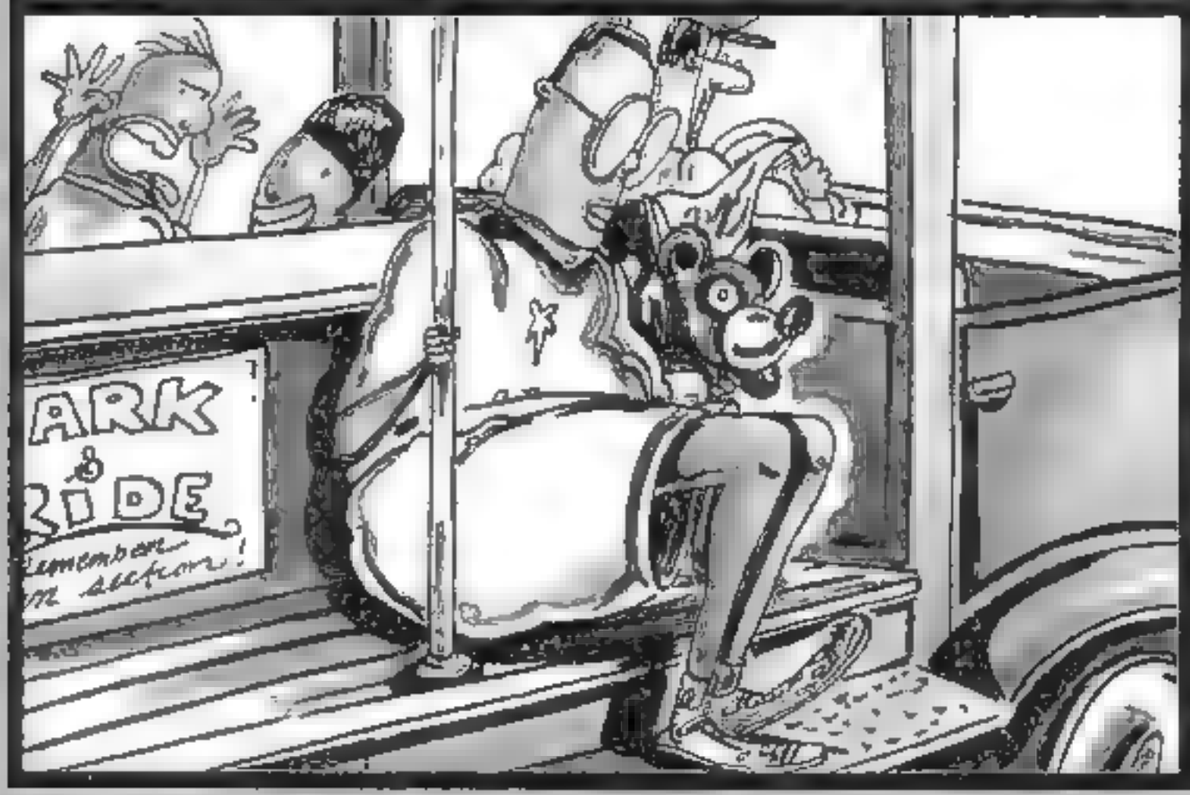
Jenkins is disappointed to see the "Out Of Order" sign on the water ride but knows that there are many more attractions to enjoy.

Melvin

Ever resourceful, Melvin creates his own flume ride by plugging up all eight toilets.

Jenkins

Jenkins goes home all sweaty, smelling of stale popcorn and with a little bit of vomit on his shoes - but happy.

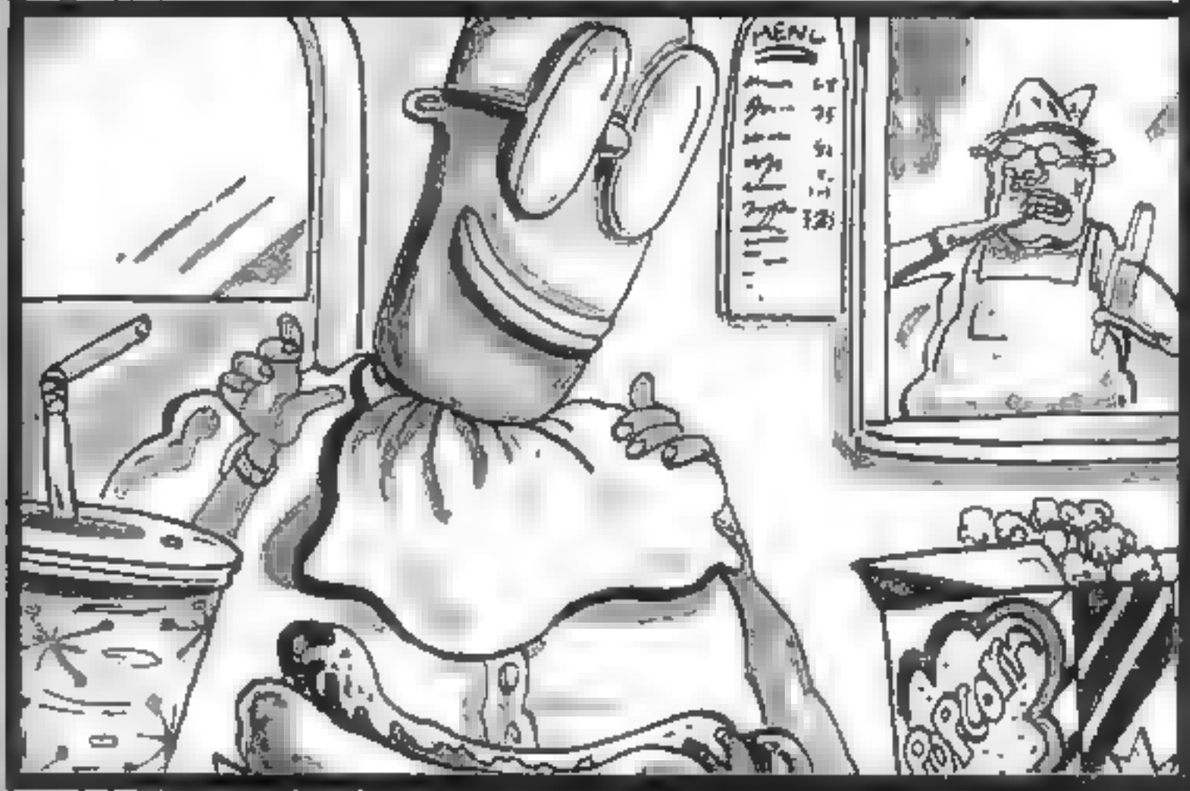


Melvin

Melvin usually arrives at the park that way.

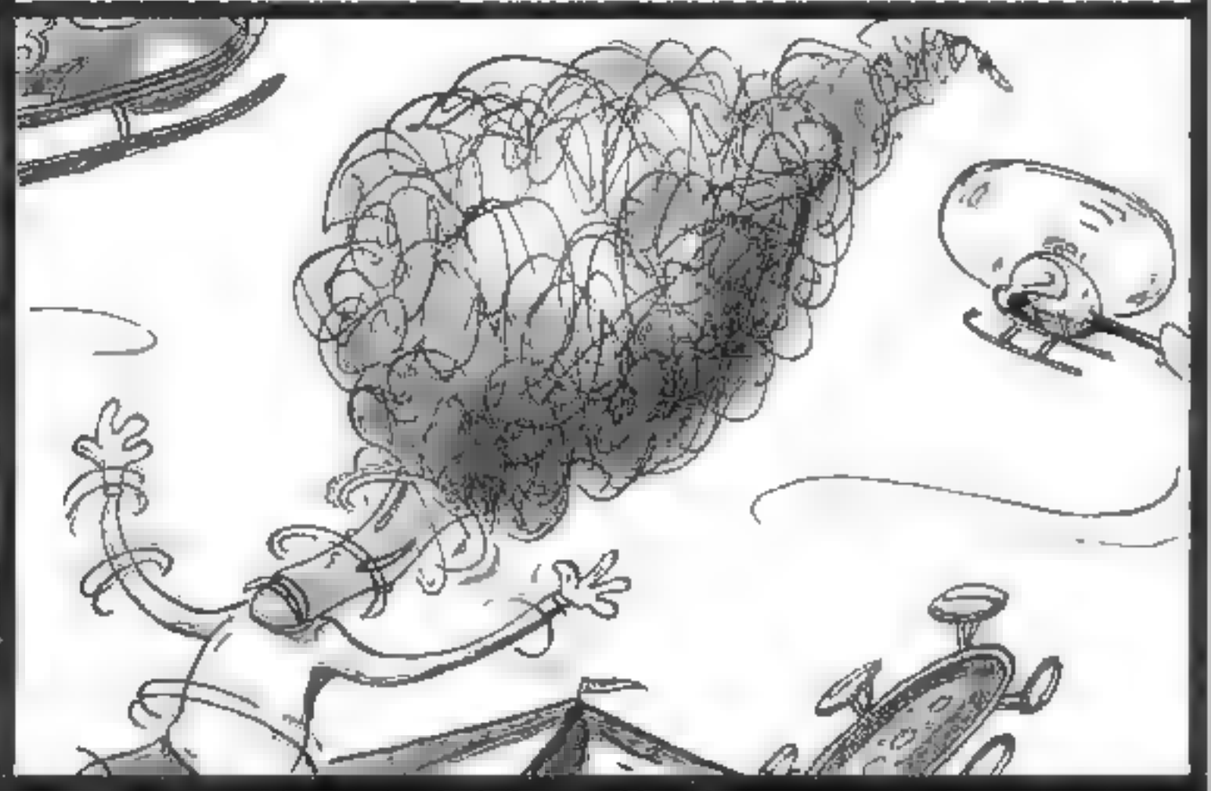
Jenkins

Jenkins never lets a trip to the amusement park go by without a delicious helping of carnival snacks.



Melvin

Melvin swirls his own head inside the cotton candy machine to the point that the resulting grotesque shape is spotted by traffic copters.

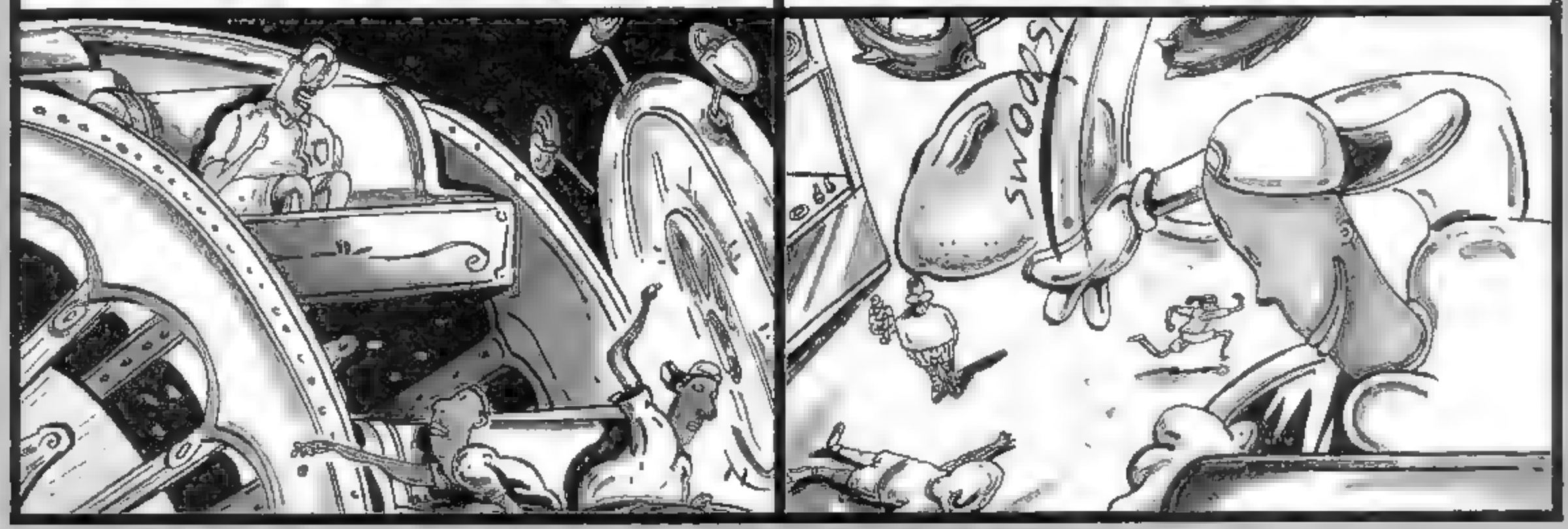


Jenkins

Jenkins instructs the kids throwing pennies off the ferris wheel to stop before they hurt someone.

Melvin

Melvin knows from experience that they never think to pat you down for concealed frozen turkeys.

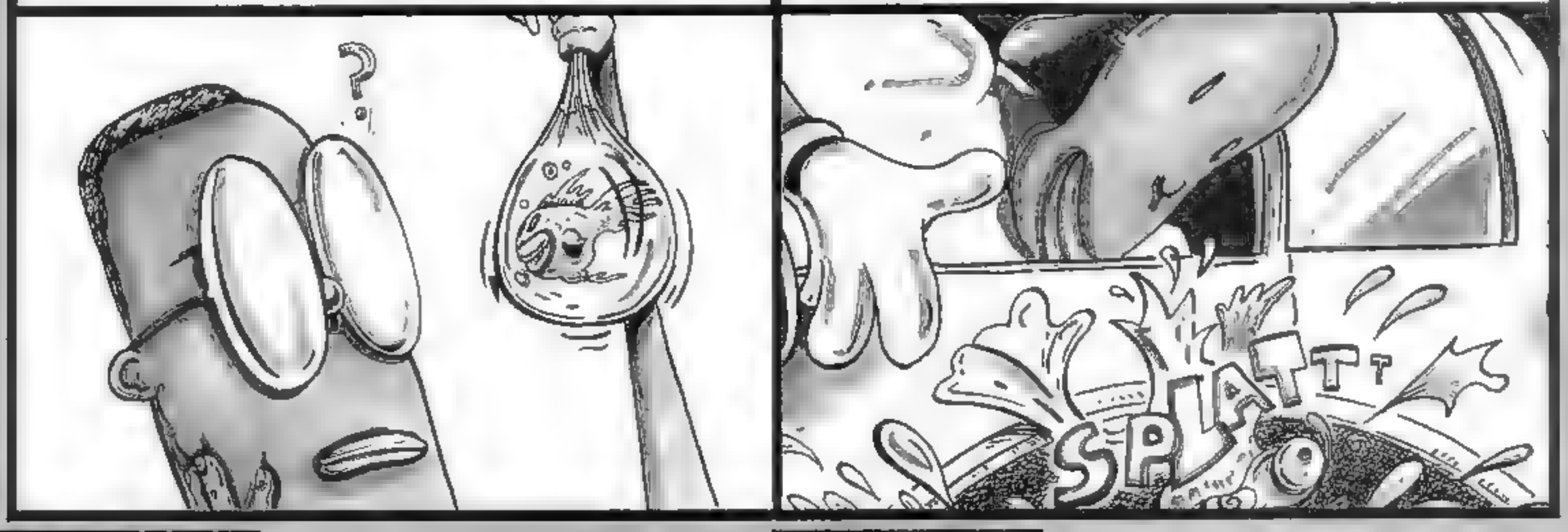


Jenkins

After winning one of the skill tests, Jenkins wonders exactly what he's going to do with a goldfish in a plastic bag of water.

Melvin

Melvin decides on the way home that the toll booth coin basket could use a friend.

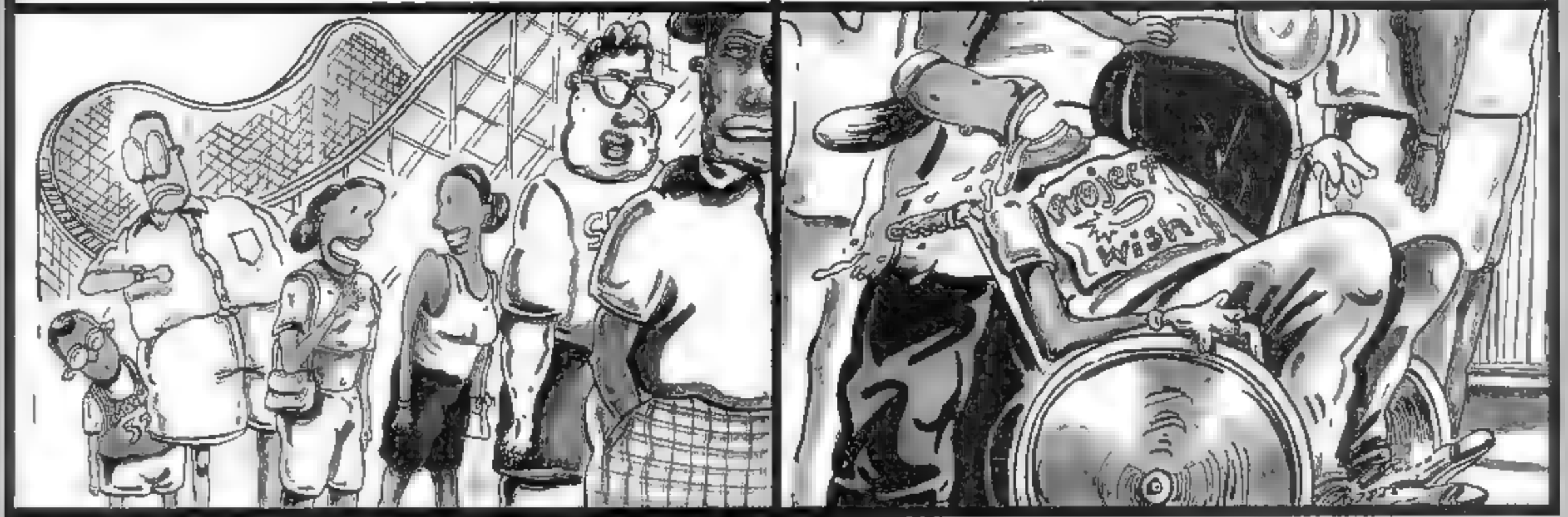


Jenkins

Jenkins is annoyed by the long lines for the most popular rides.

Melvin

Melvin feels it was well worth it to shave one side of his head and make up a phony "Project Wish" T-shirt.



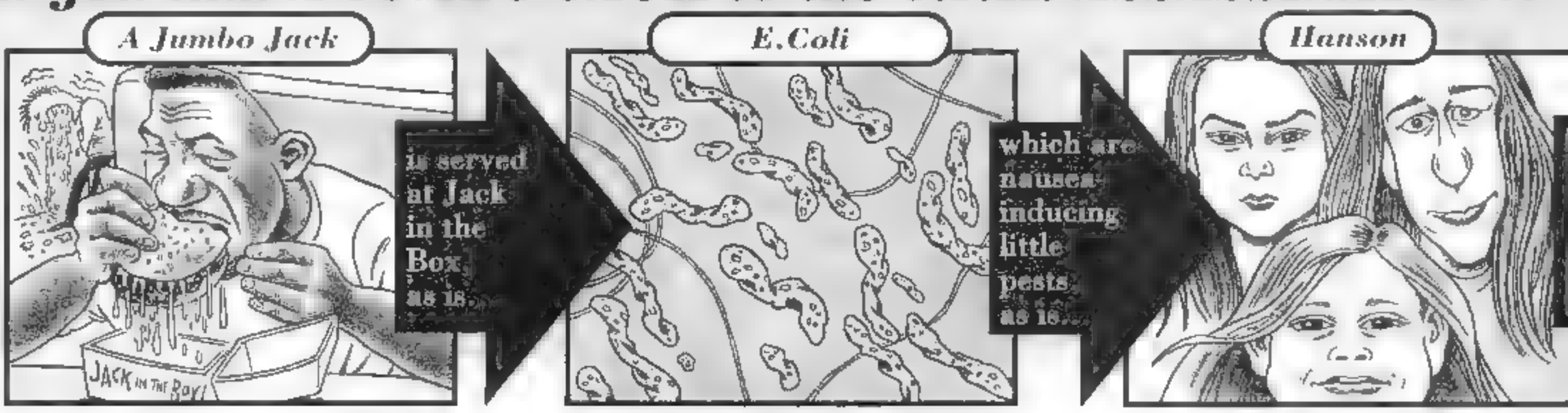
A few issues ago we put a new twist on the Six Degrees of Kevin Bacon Game. You remember how to play — you name a celebrity (for example, Winona Ryder) and link her to Kevin Bacon. Gee, let's see, Winona Ryder was in *Bram Stoker's Dracula* with Gary Oldman who was in *Murder In The First* with yup, Kevin Bacon! Easy game, eh? Well that's child's play compared to our wacky version we like to call...

6 DEGREES OF SEP

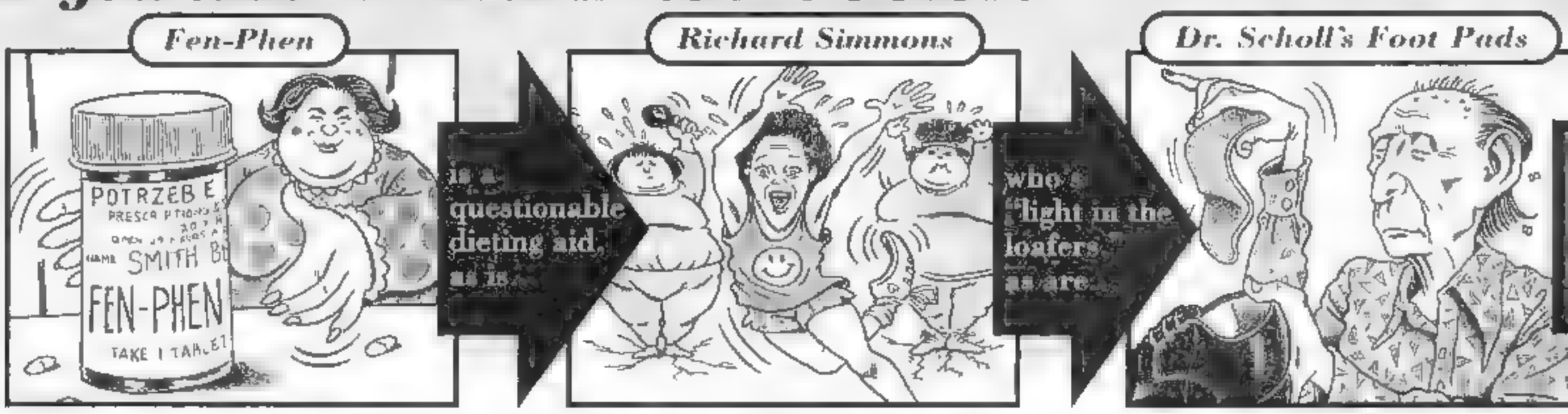
can you link A METEOR CRATER to the WAYANS FAMILY?

A meteor crater
is something big and forgettable out west, as is...
Montana
UNITED STATES OF AMERICA
which is full of right-wing gun nuts, as is...
The G.O.P.

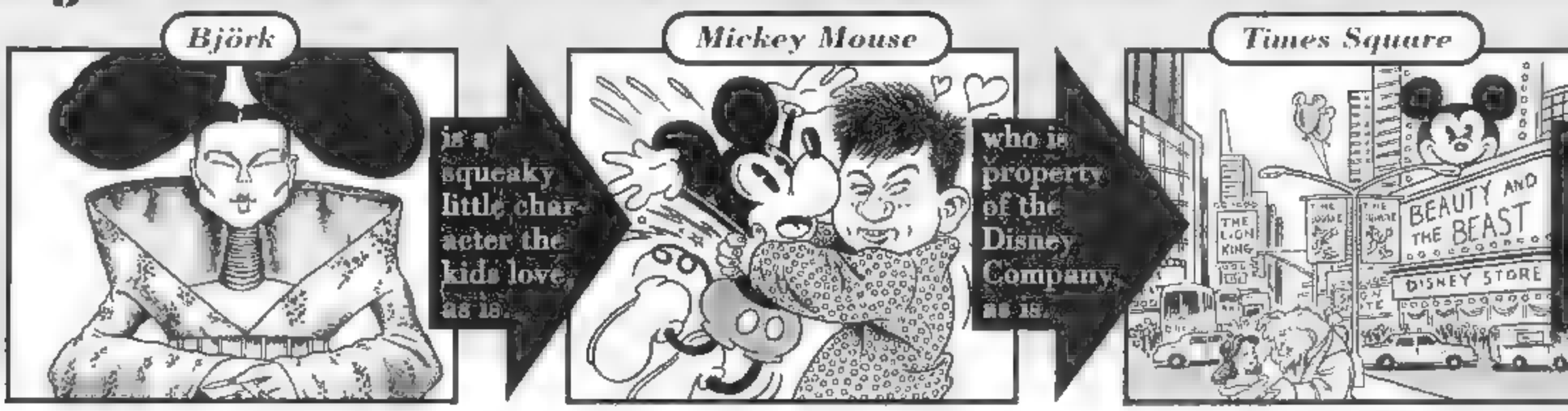
can you link A JUMBO JACK to the J.F.K. ASSASSINATION?



can you link FEN-PHEN to AL GORE?



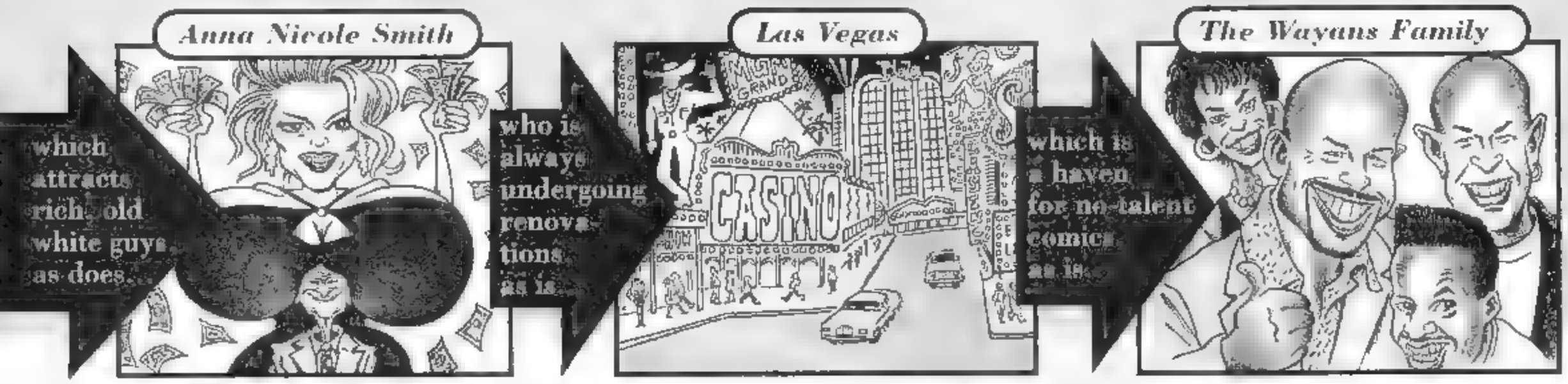
can you link BJÖRK to THAT SYMBOL USED BY PRINCE?


Björk
is a squeaky little character the kids love, as is...
Mickey Mouse
who is property of the Disney Company, as is...
Times Square
THE LION KING
BEAUTY AND THE BEAST
DISNEY STORE

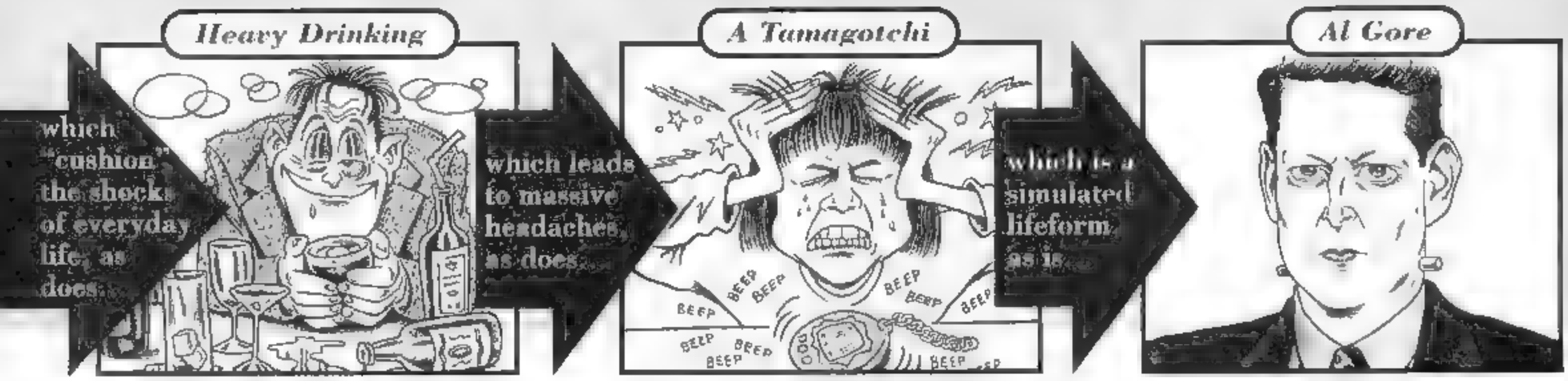
ARTIST: RICK TULKA

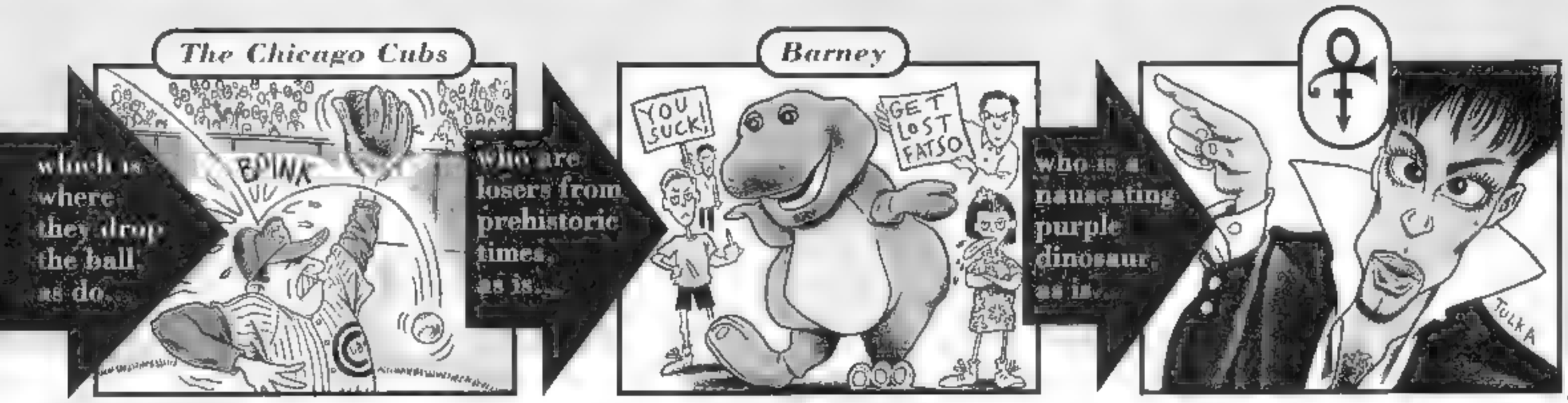
ARATIONBETWEENANYONE AND ANYTHING

PART II


Anna Nicole Smith
which attracts rich, old white guys as does...
who is always undergoing renovations as is...
Las Vegas
CASINO
which is a haven for no-talent comics as is...
The Wayans Family

The Mafia
who believe in "Family Values" as does...
which is a criminal organization as is...
The Dallas Cowboys
which is one of two things Dallas is known for the other being...
The J.F.K. Assassination


Heavy Drinking
which "cushion" the shocks of everyday life, as does...
which leads to massive headaches, as does...
A Tamagotchi
BEEP
which is a simulated lifeform as is...
Al Gore

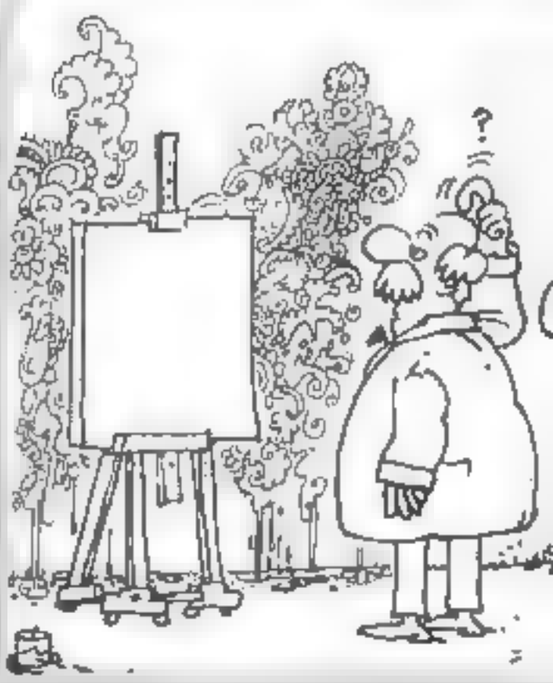

The Chicago Cubs
BOINK
which is where they drop the ball as do...
who are losers from prehistoric times as is...
Barney
YOU SUCK!
GET LOST FATSO
who is a nauseating purple dinosaur as is...
TULKA

WRITER. MIKE SNIDER

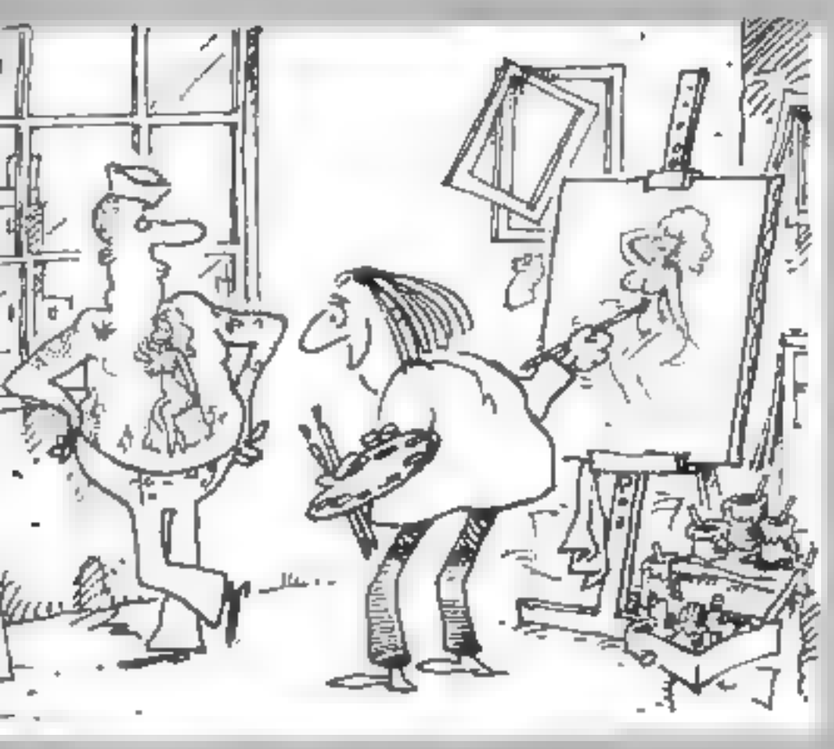
SERGE-IN GENERAL DEPT.

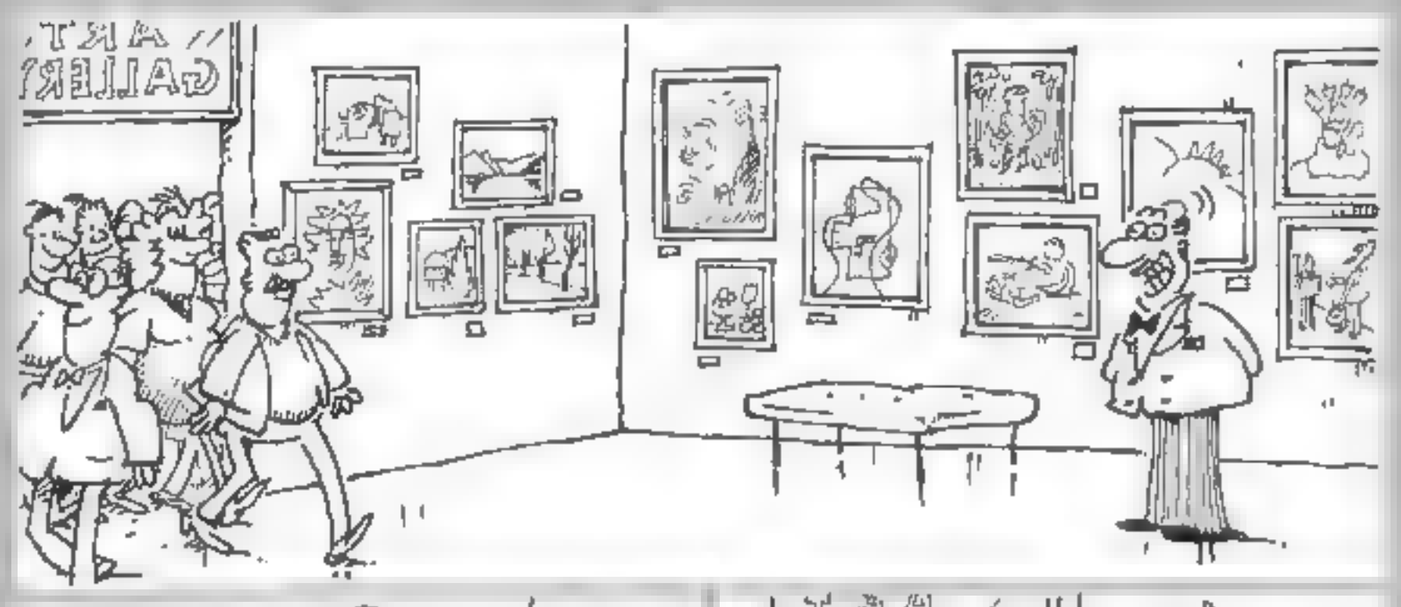
A MAD LOOK AT THE

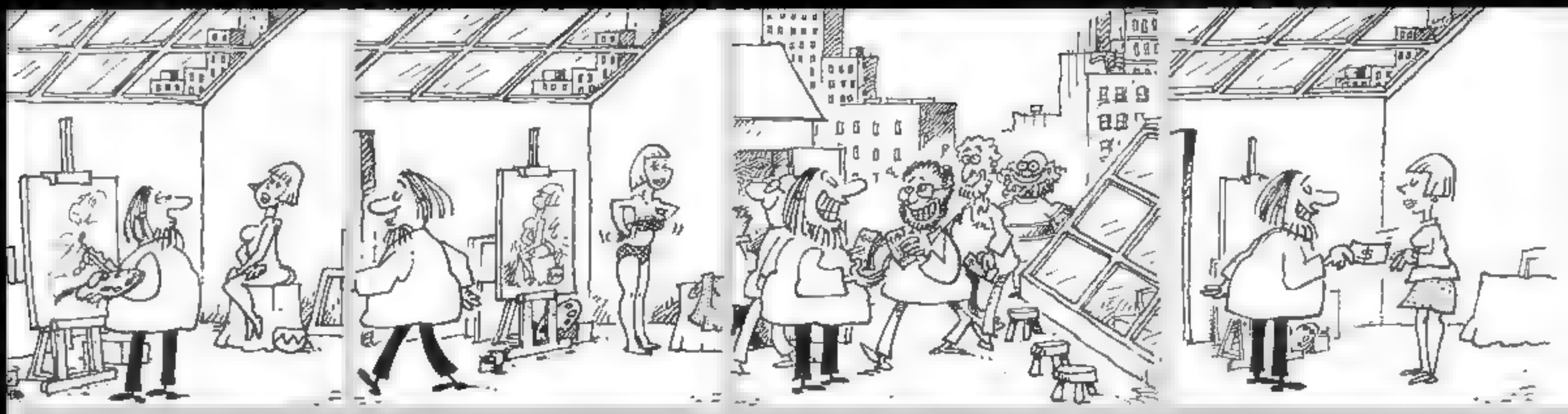
ARTIST AND WRITER, SERGIO ARAGONES

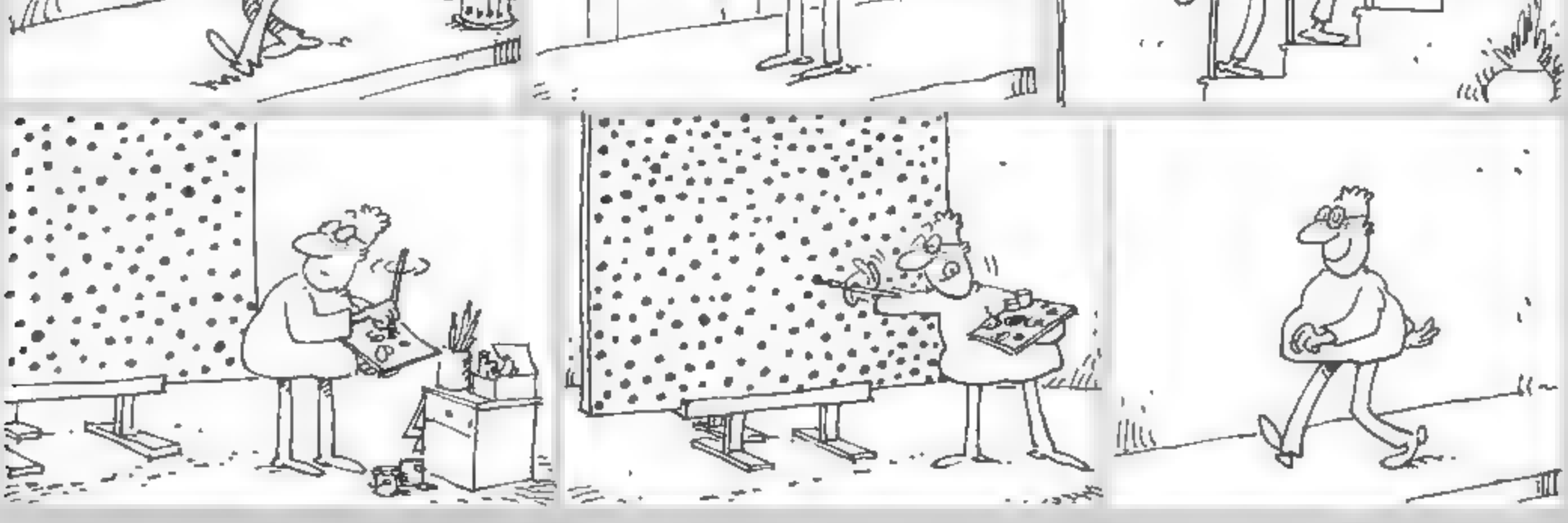


WORLD OF ART





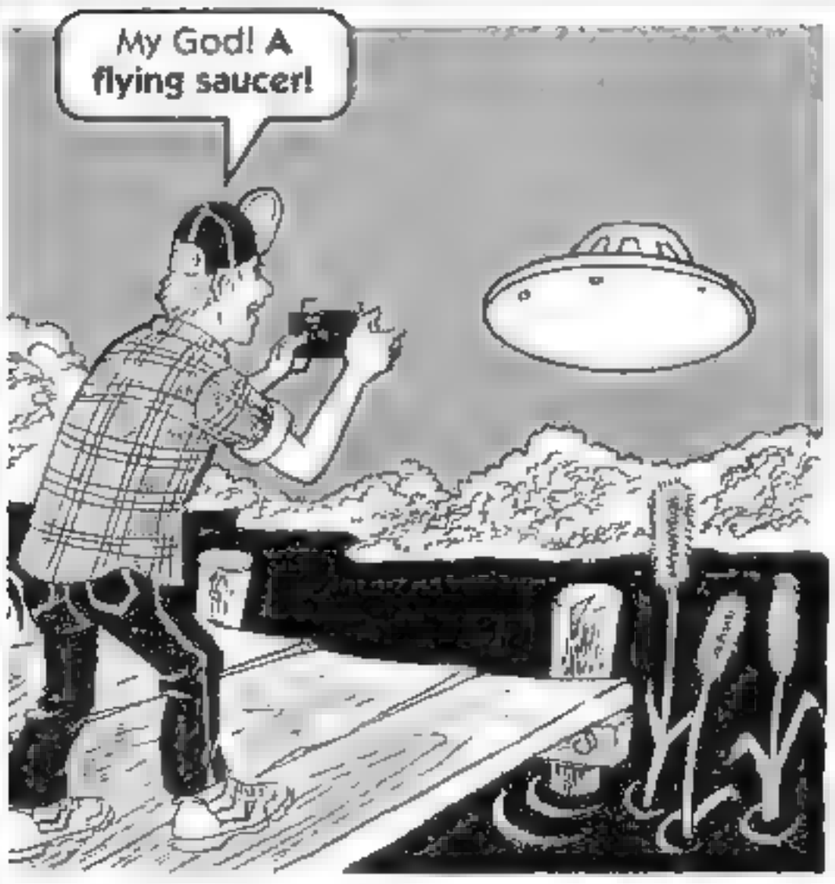




BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

PHOTOGRAPHY



JUSTICE

You've been found guilty of car-jacking, burglary, drug dealing, and illegal weapon trafficking! I'm sending you away for a long, long time, mister!
Oh, great! Just my luck to get one of those fanatical justice freaks!

ARTIST AND WRITER: DAVE BERG

TRAVEL

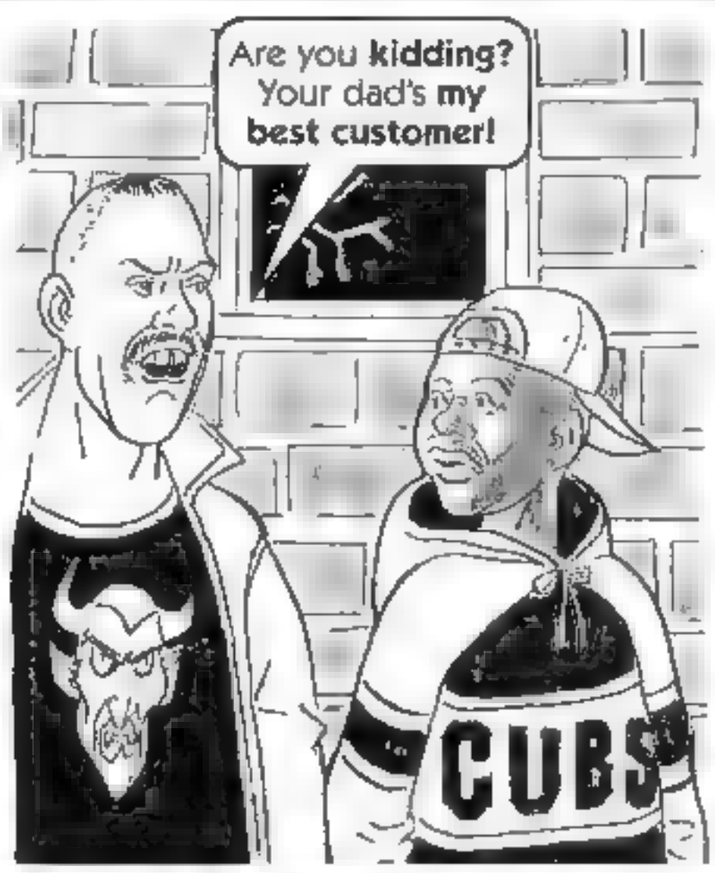
GAMBLING

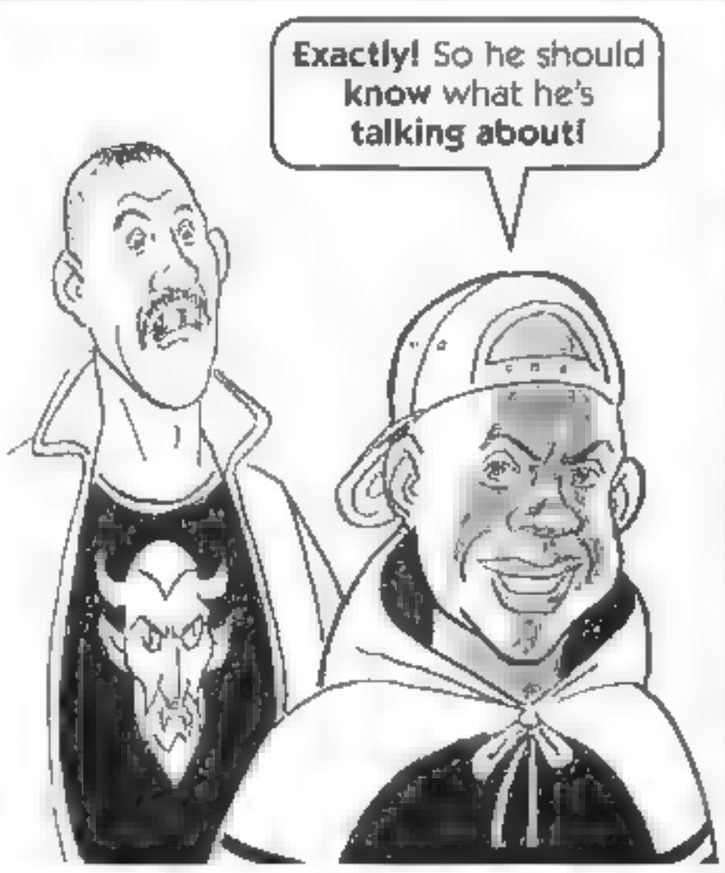
I can't believe it! I can't believe it! Number nine hit! It actually hit!
Why are you so surprised? You said it was your lucky number!

THERAPY

RELATIONSHIPS

DRUGS





ROMANCE

ARMS

It's **gun nuts** like you who are **responsible** for **thousands** of **accidents every year!**
That's **bull!** Remember: guns **don't kill people!**

SLEEP

THE OFFICE

Listen up, gang! At closing time this evening we're going to have a brief meeting with the entire staff!
It concerns a notice about corporate downsizing that will affect some of you immediately!
GIANTS
That's it for now!
Have a nice day!

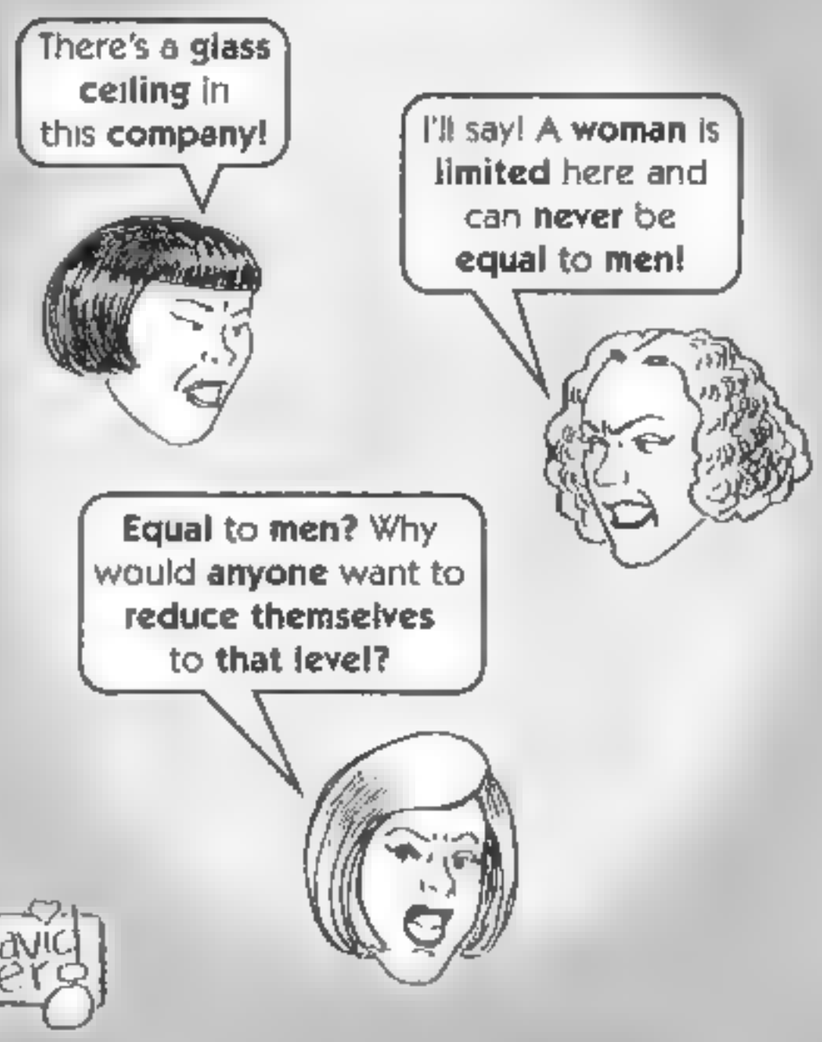
IDENTIFICATION

Hi, Josh! How about a nice, big hug?
Well don't just stand there, Josh! Give your grandfather a hug
Oh! I didn't recognize him without his camcorder in front of his face!

DOCTORS

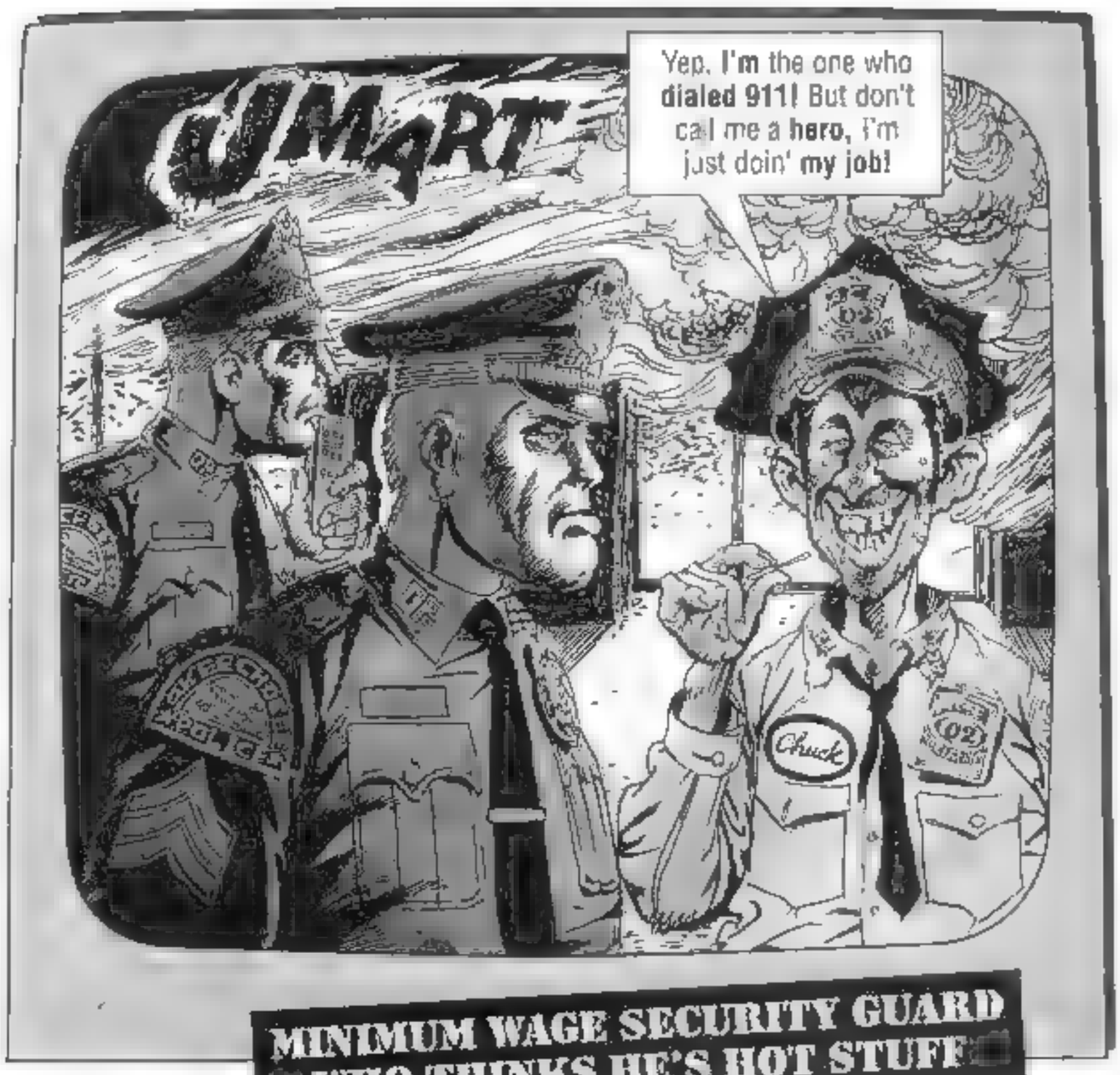
Kaputnik, you're running up quite a large bill here! When are you planning to pay it?
I'm putting together some papers that should get me a large settlement!

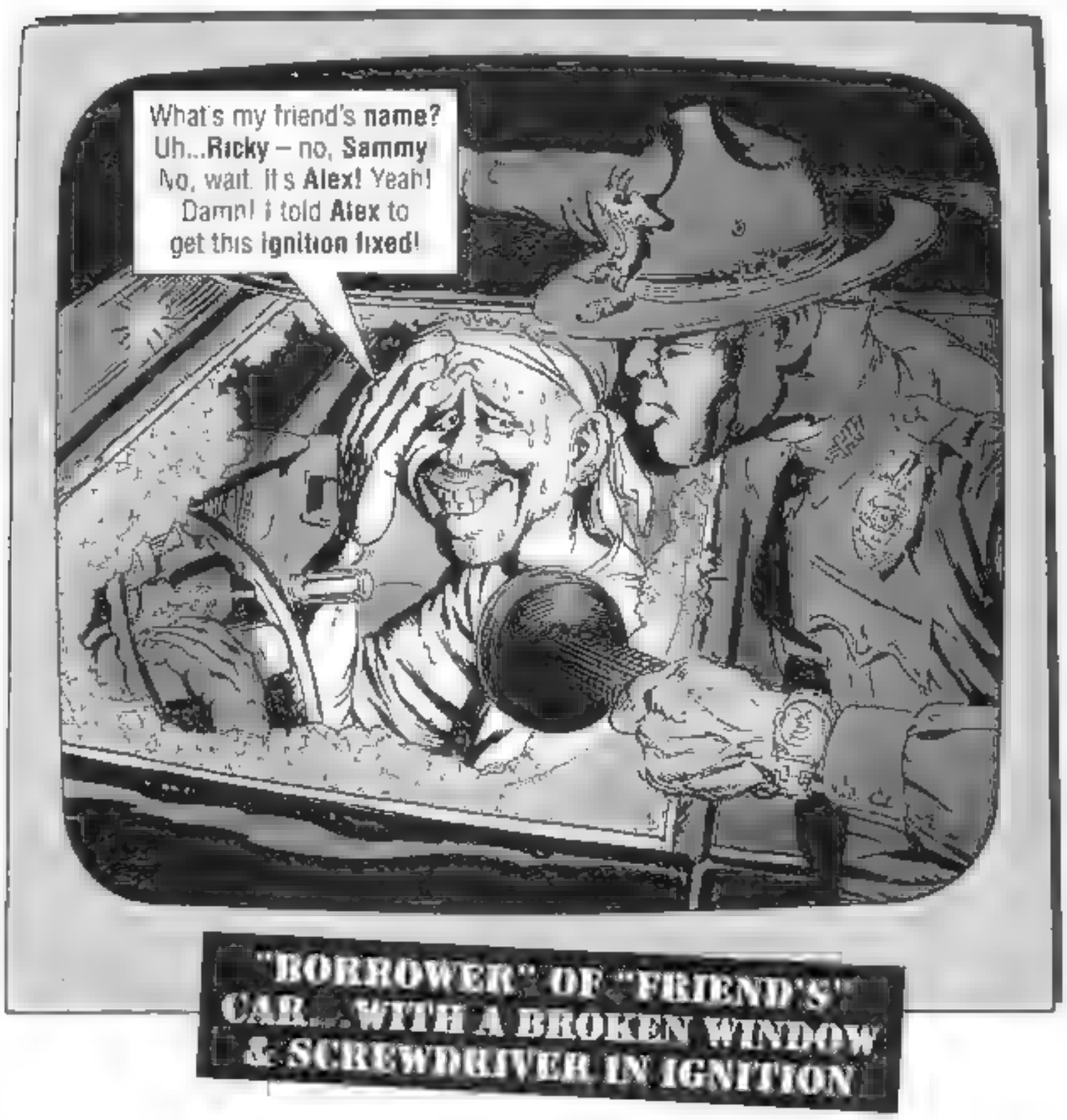
OPPORTUNITY


There's a glass ceiling in this company!
I'll say! A woman is limited here and can never be equal to men!
Equal to men? Why would anyone want to reduce themselves to that level?
David Berg

It's always been a mystery to us that TV viewers are obsessed with *Cops,* FOX's gritty, violent series about real cops arresting real criminals in America's cities. But if you watch the show for more than two episodes, you'll realize that it's the same four or five types of characters committing the same four or five types of crimes being arrested by the same four or five types of cops — only the locations seem to change! To prove our point, we'd like you to please sing the rest of this intro to the tune of the show's theme song, 'cause: *Bad boy, bad boy — whatcha gonna do? Whatcha gonna do when you read...*

MAD'S VIEWER'S GUIDE TO RECURRING PERSONALITY TYPES ON FOX'S COPS


MART
Yep. I'm the one who dialed 911! But don't call me a hero, I'm just doin' my job!
Chuck
MINIMUM WAGE SECURITY GUARD WHO THINKS HE'S HOT STUFF


What's my friend's name? Uh...Ricky – no, Sammy! No, wait. It's Alex! Yeah! Damn! I told Alex to get this ignition fixed!
"BORROWER" OF "FRIEND'S" CAR...WITH A BROKEN WINDOW & SCREWDRIVER IN IGNITION

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER

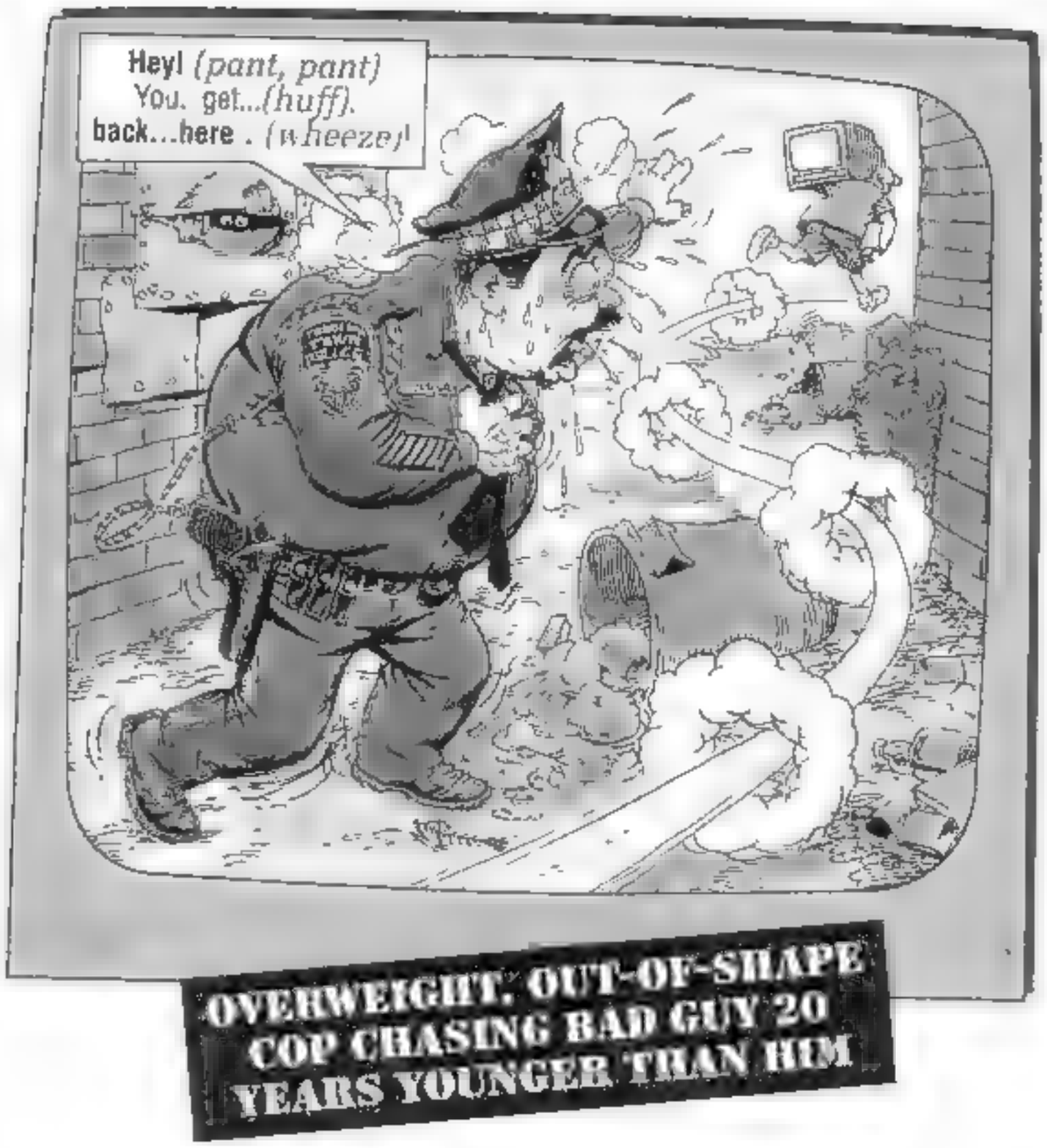
DRUNK DRIVER CONVINCED HE CAN OUTSMART FOUR SOBER COPS

MOM TOTALLY SURPRISED AROUT ROLL OF $100 BILLS & BAG OF CRACK IN BABY'S DIAPER

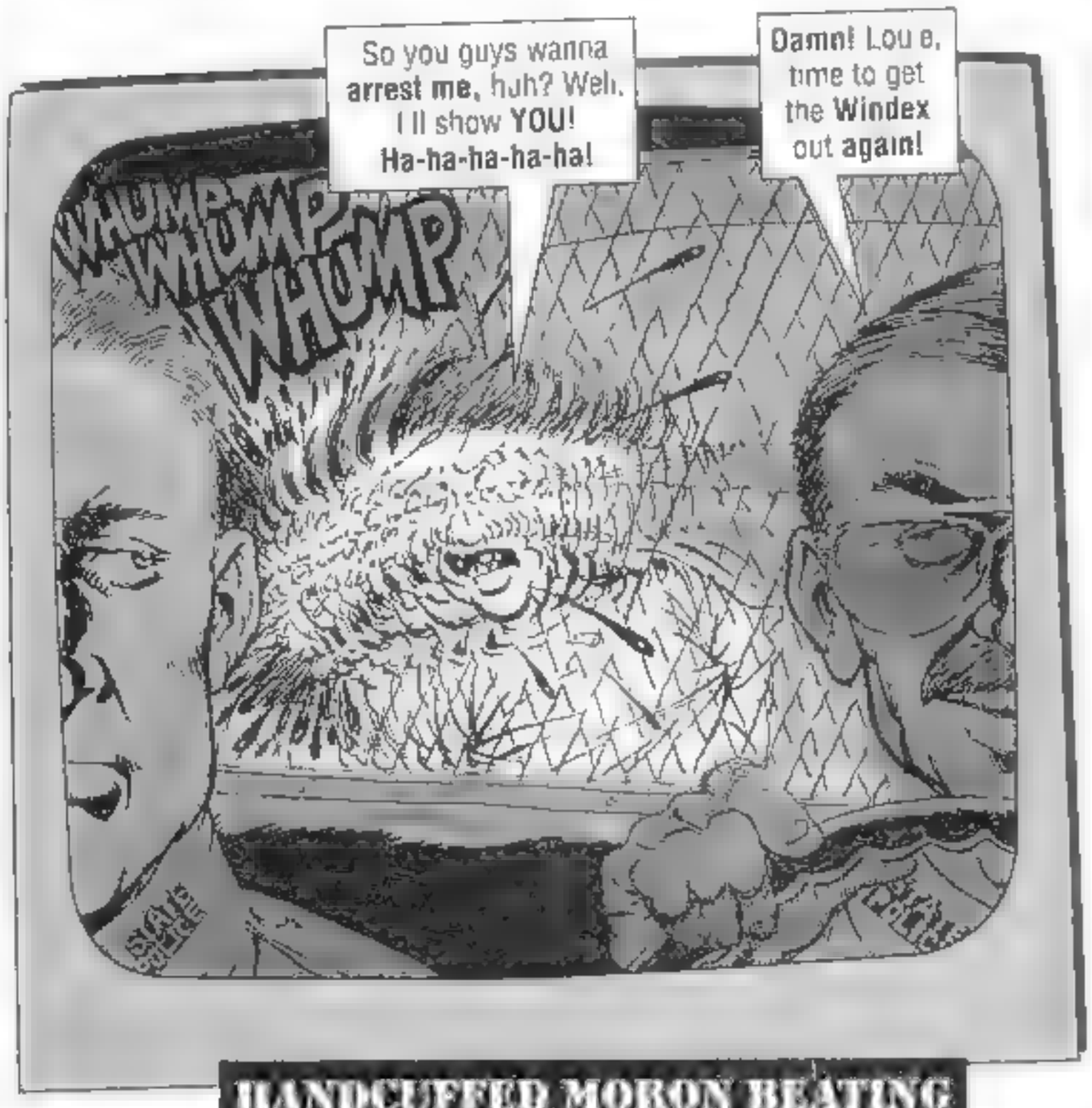
WIFE BEATEN TO A PULP WHO REFUSES TO PRESS CHARGES

Ha-haaaa! You may lead me to water, but you can't make me drink Zima, can you? Because I am the Anti-Christ, Lord of the Late Night Talk Radio! No taxation without representation! Put that in your pipe and eat it!
POT

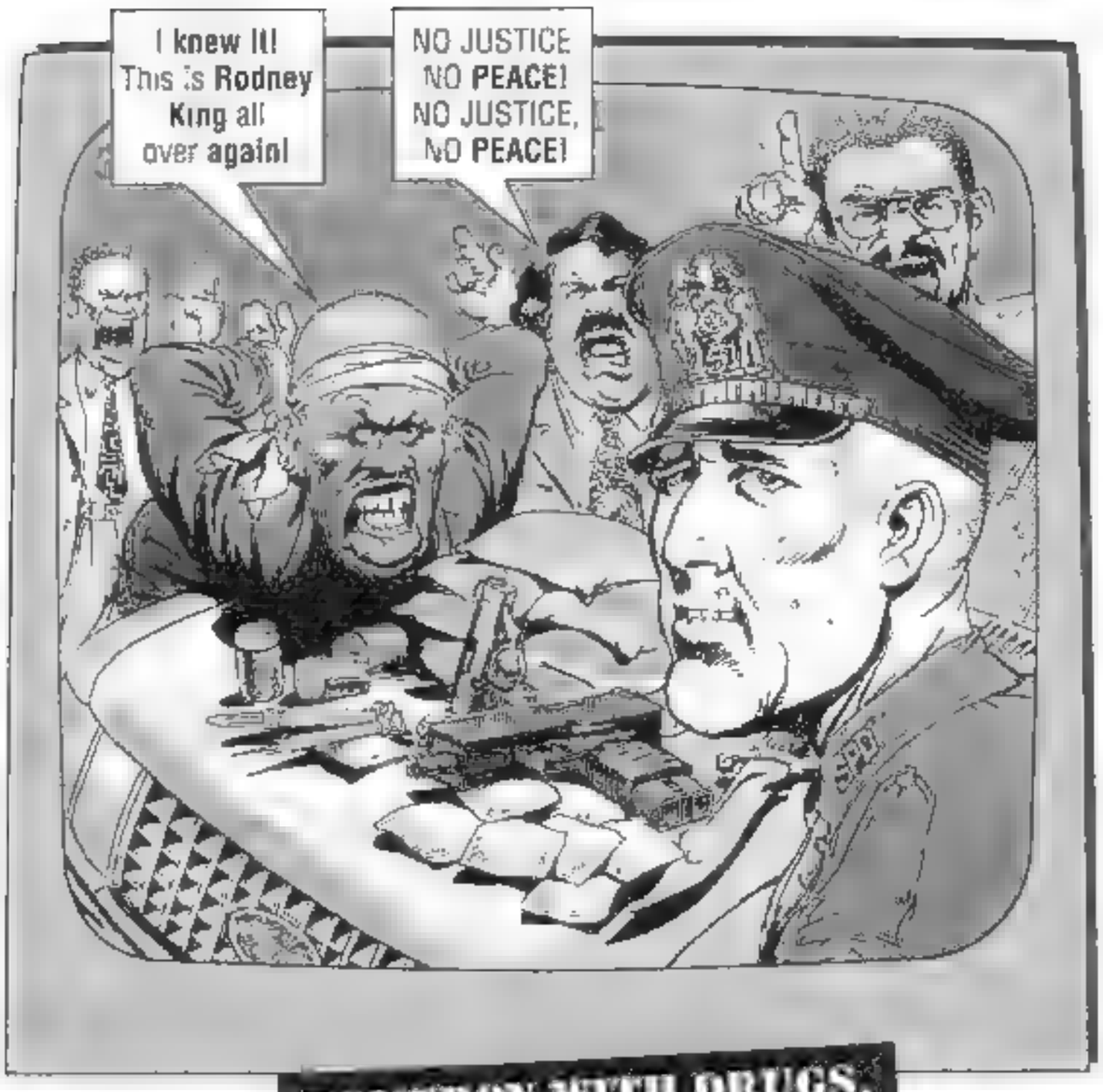
SHIRTLESS NUTCASE WHOSE RABBLING MAKES CHARLES MANSON SEEM COHERENT



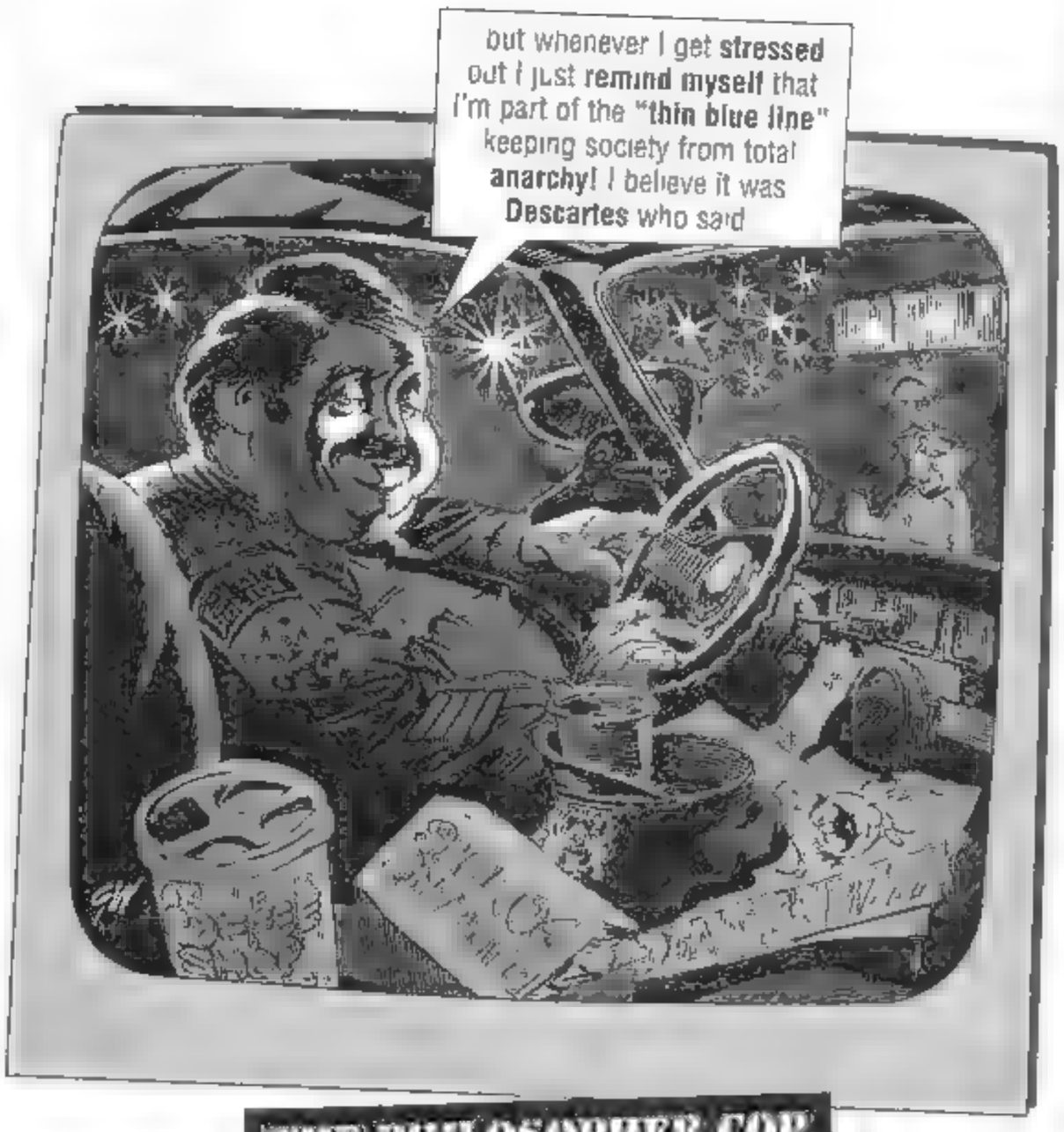
OVERWEIGHT, OUT-OF-SHAPE COP CHASING BAD GUY 20 YEARS YOUNGER THAN HIM



HANDCUFFED MORON BEATING HIS HEAD AGAINST INSIDE OF PATROL CAR WINDOW



HOMEBOY WITH DRUGS, GUNS & STOLEN CAR ACCUSING POLICE OF HASSLING HIM "JUST BECAUSE I'M BLACK!"


but whenever I get stressed out I just remind myself that I'm part of the "thin blue line" keeping society from total anarchy! I believe it was Descartes who said

"THE PHILOSOPHER COP"

ADVERTISEMENT

IN "GRACELAND"
HE "EVOKED" THE SOUNDS OF AFRICA!

IN "RHYTHM OF THE SAINTS"
HE "DREW UPON" THE SOUNDS OF SOUTH AMERICA!

NOW,
IN HIS BOLD NEW ALBUM, HE TRIES TO CASH
IN ON HIS LEGENDARY BROADWAY FLOP—

PAUL SIMON
SONGS INSPIRED BY MY CATASTROPHIC FAILURE— THE CAPEMAN

FEATURING THESE INSTANT CLASSICS...

50 WHYS TO SKIP THE CAPEMAN
(SUNG TO: FIFTY WAYS TO LEAVE YOUR LOVER)

The problem is all upon the stage,
she said to me
The lyrics dialogue and the
choreography
I could go on but it would be
redundancy...
There must be fifty whys to skip
The Capeman
Fifty whys to skip The Capeman

The whole show is a bomb, Tom
The music is bad, Tad
Even badder than "Cats," Fats
The plot's a pho-ny
The show's a mistake, Jake
It's more fun at someone's
wake —
The songs are off key, Lee
Won't win a Tony!

NO ONE'S GOING TO SEE THE CAPEMAN
(SUNG TO: SCARBOROUGH FAIR
(PARSLEY SAGE ROSEMARY AND THYME))

No one's coming to see my new play
E-ven Art refuses to go.
Theater parties — all stay away
My career has hit a new low!

"45 minutes of musical self pity!"
— Billbored

"They said nothing could be worse than the musical. They were wrong!"
— Entertain Me Weakly

THE SOUND OF BOOING
(SUNG TO: THE SOUND OF SILENCE)

Good-bye Capeman, my old friend
My Broadway gig is near the end
The New York Times called it a dud on stage
Ran the review on its obit page. .
And the actors — said it was a living hell
The curtain fell...
A-midst the sound of booing!

"Like listening to a mortally wounded animal!"
— Drolling Stone

ARTIST: RICK TULKA
WRITER: J. PRETE

ALSO INCLUDING THESE GREAT SONGS!

- *(The Audience Is) Slip Slidin' Away*
- *Still Stinking After All These Rehearsals*
- *For Emily, Who Wants Me To Refund Her*
- *The 59th Bad Review Song (Feelin' Woozy)*
- *I Am A Schlock*

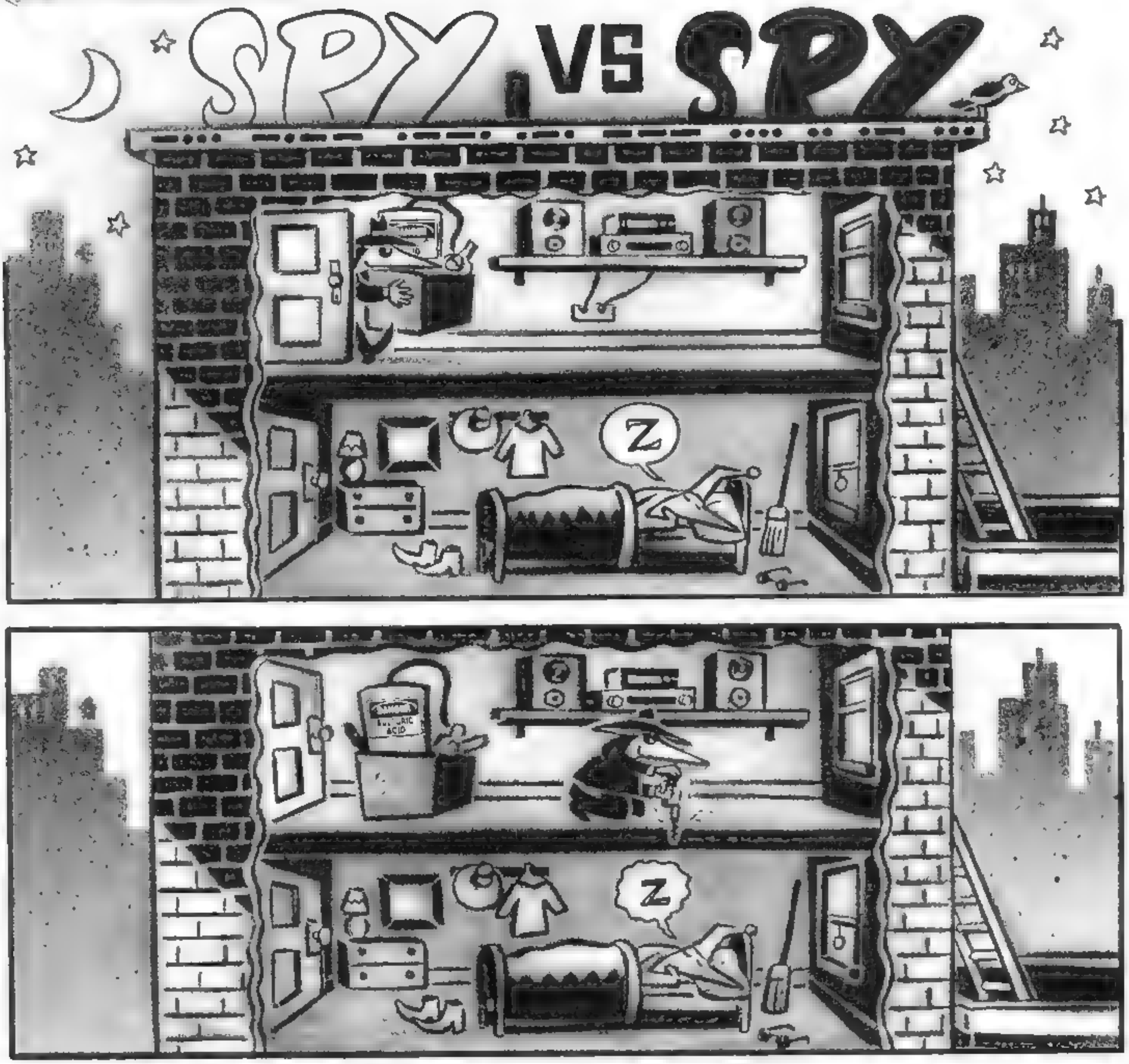
On Sale in the $2.99 Remainder Bin!

Nobody beats you like the WIZ

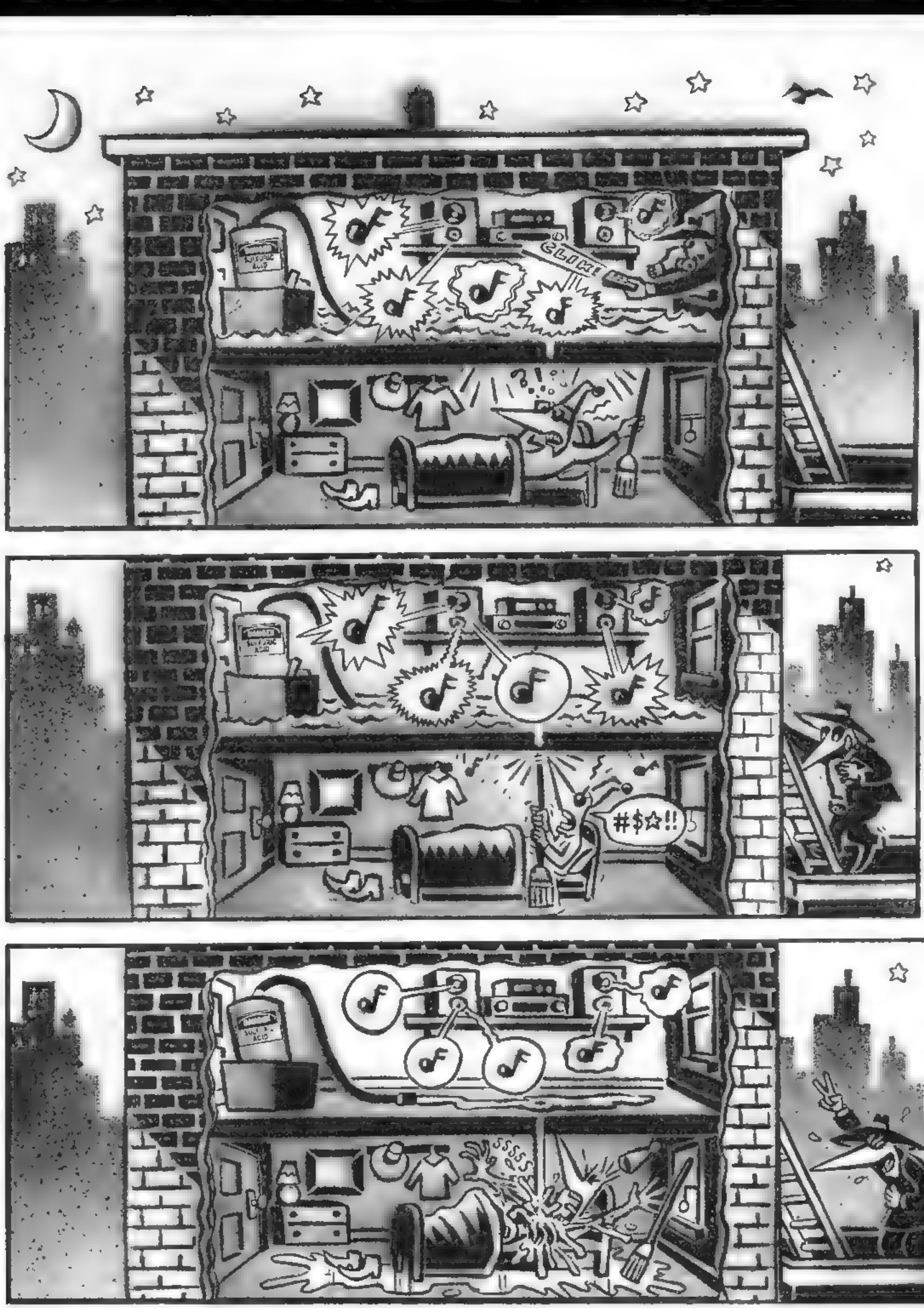
music gland
ShamGoody
DOUR RECORDS | VIDEO

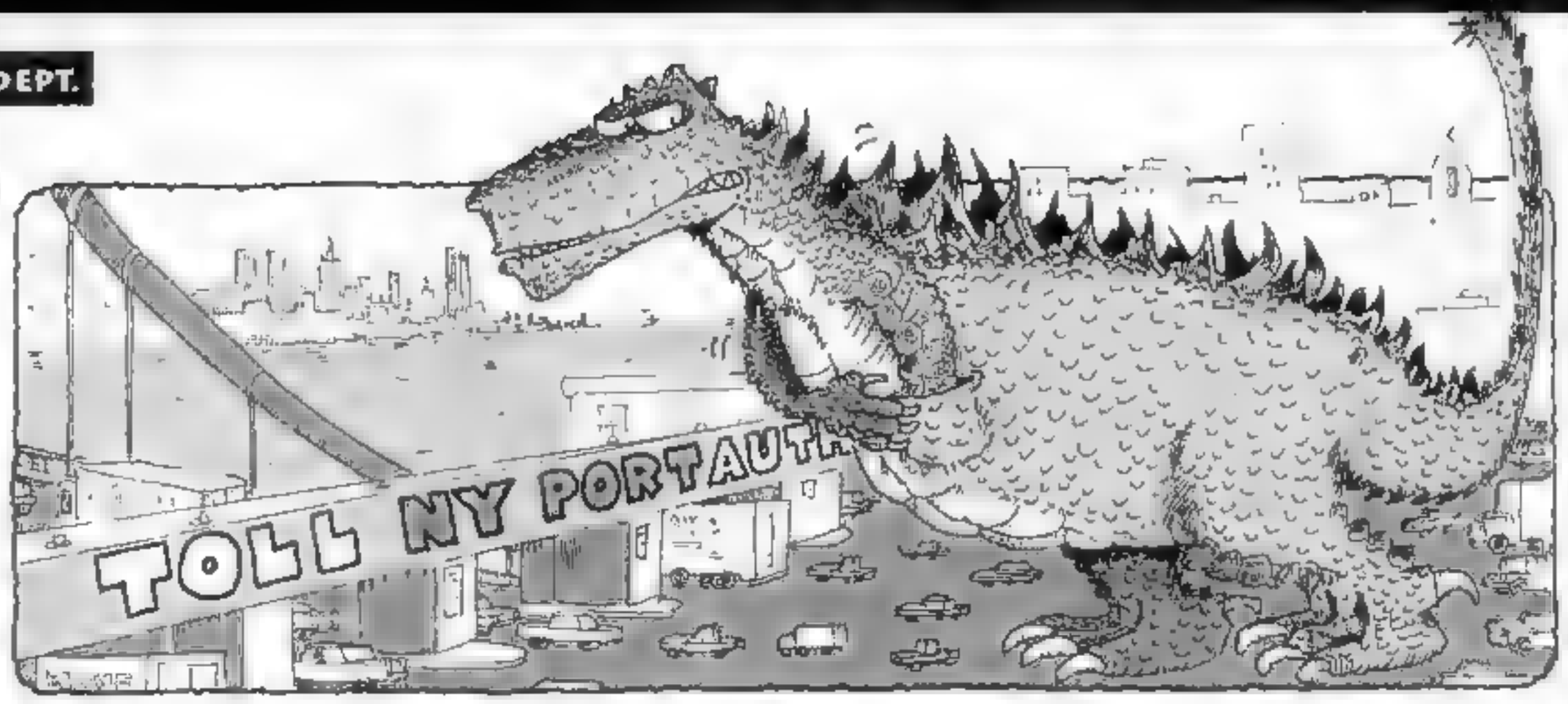
Sturgeon MEGASTORE

SPY VS SPY

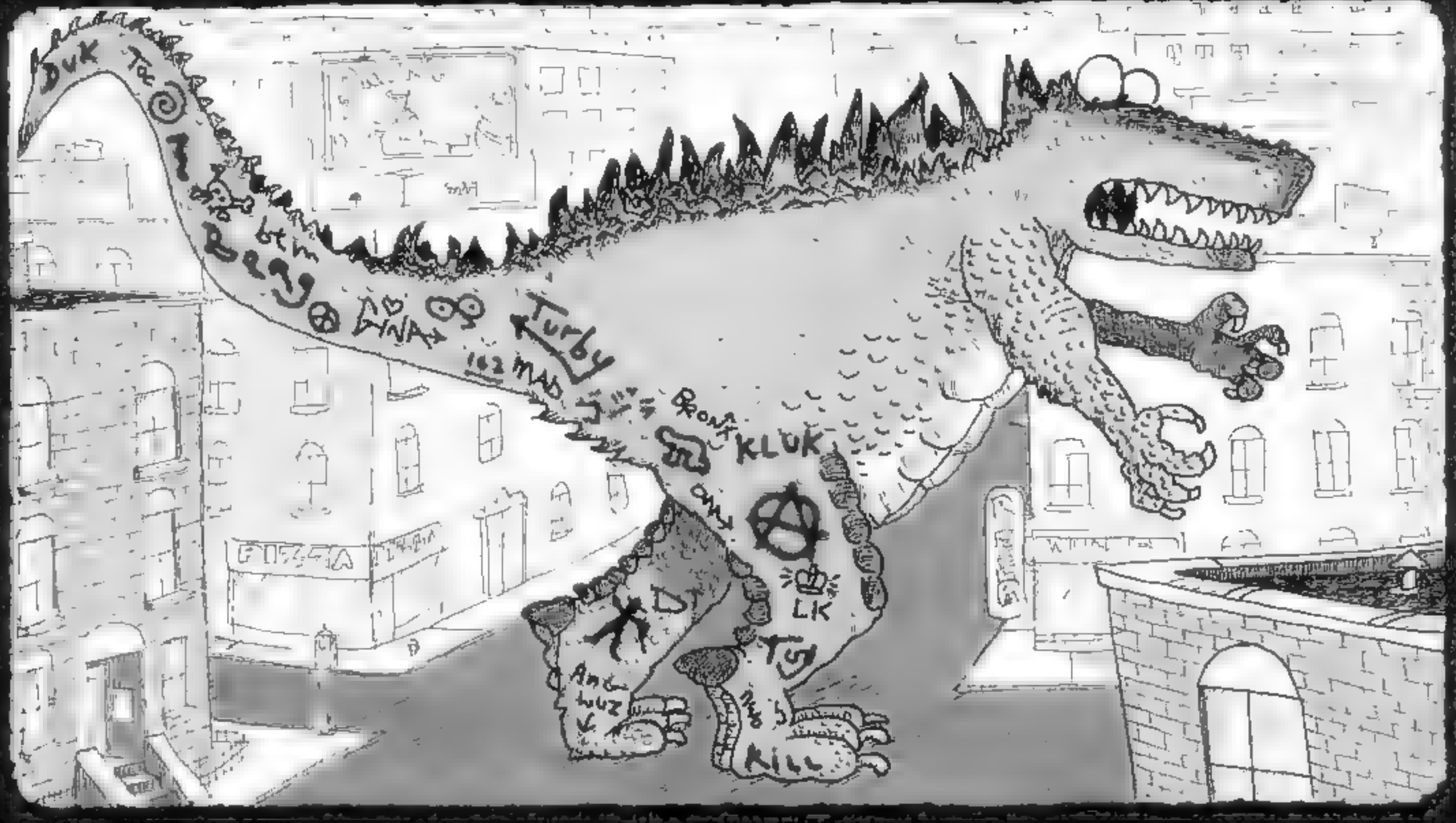


ARTIST AND WRITER, PETER KUPER


GLUK!
#$☆!!



GODZILLA TAKES MANHATTAN



ARTIST & WRITER: DUCK EDWING

OH MY GOD! Look at the SIZE of that thing! It's a MONSTER!

It must be THIRTY STORIES HIGH!

DAMN that GODZILLA! They'll NEVER find a POOPER SCOOPER big enough to handle THAT baby!

TOKYO? You're WAY OFF! You should have made a LEFT at SOUTH AMERICA!

GRONK

GRNNNNNND

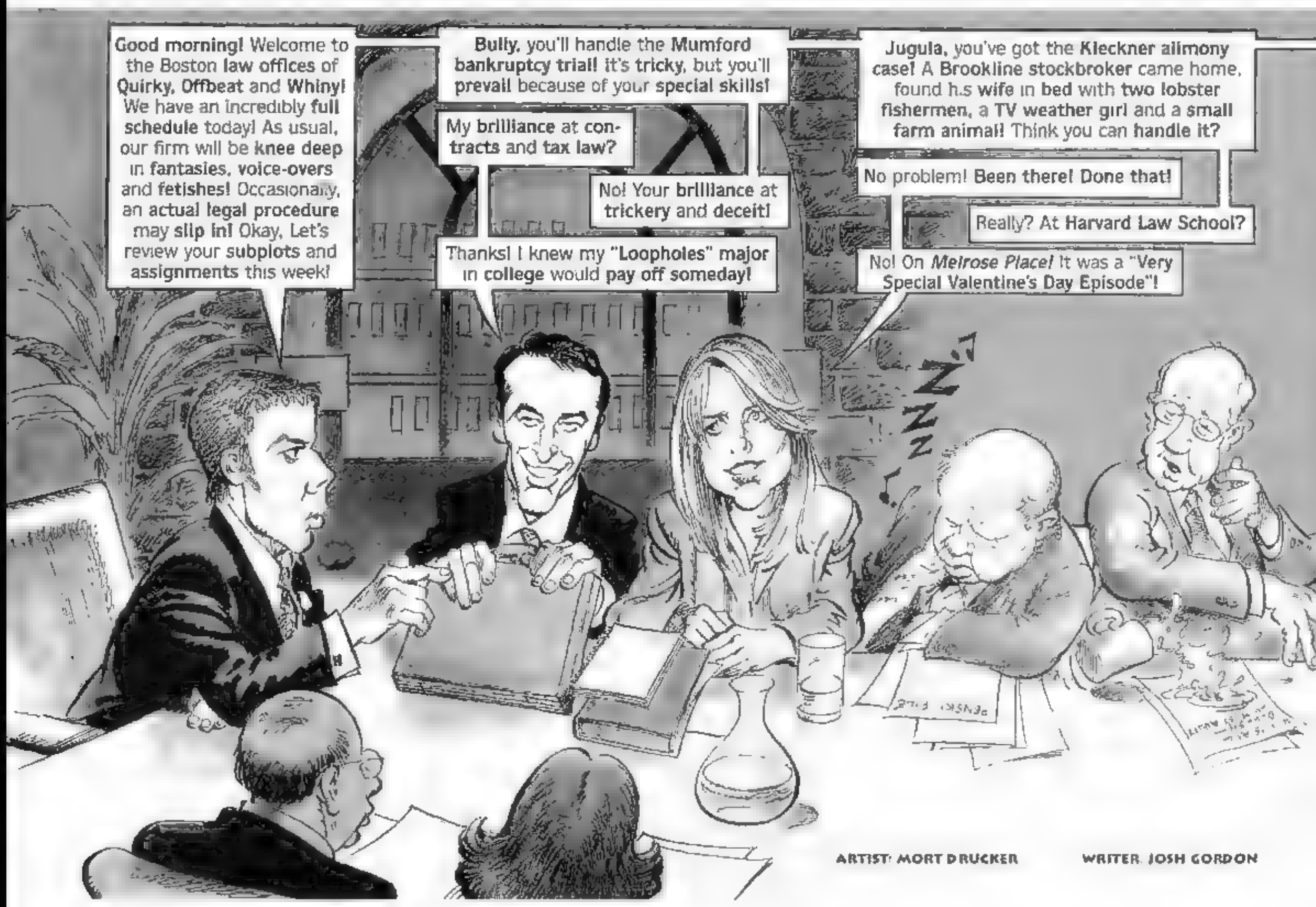
GWISH

THUD

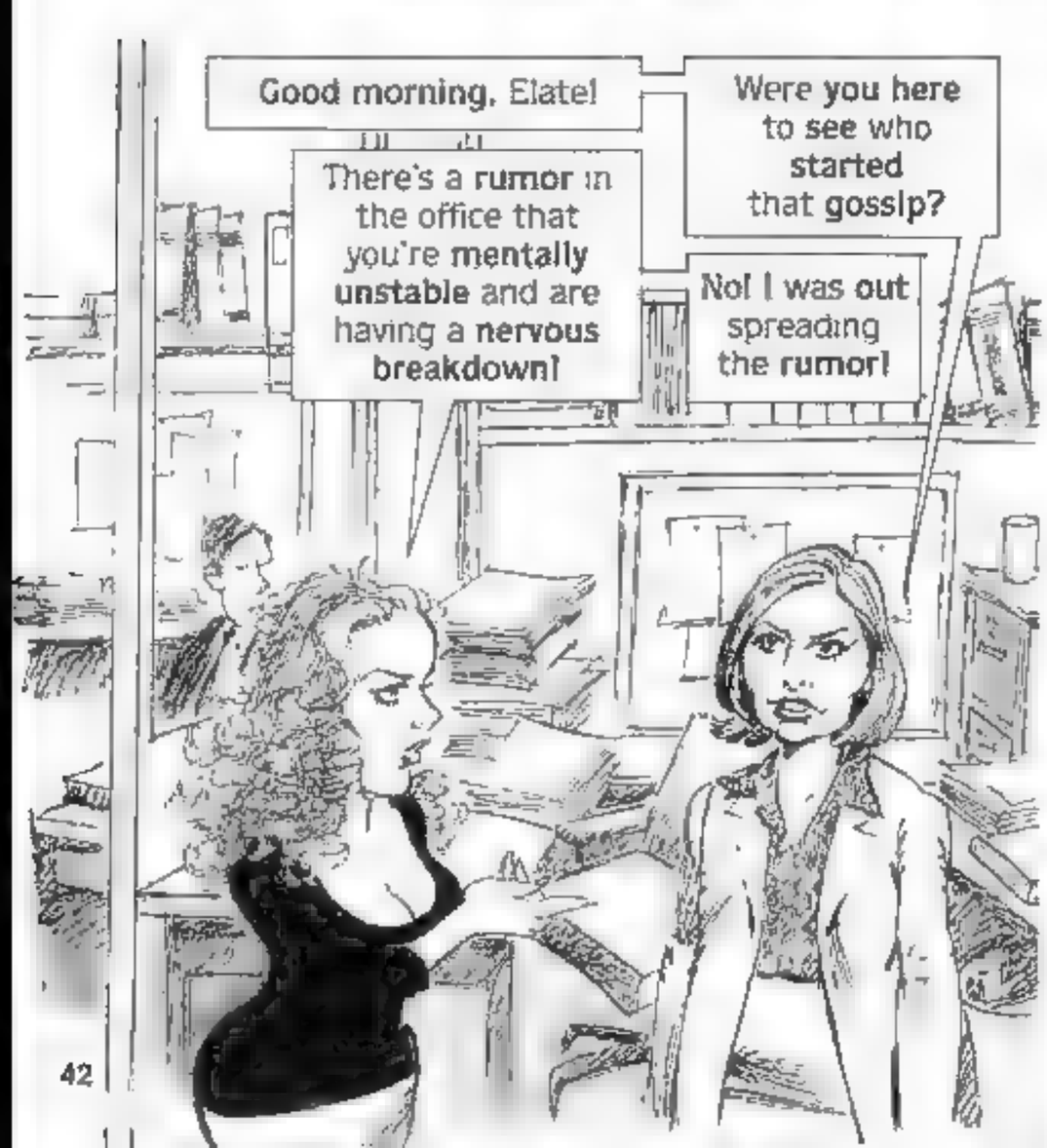
BLATOOSH

WHO GIVES A FLYING FLOCKHART DEPT.

Ready for a spoof about TV's whiniest heroine? We're not either! But what the hell — we've got these five blank pages to fill, so we might as well fill them with a show that's hot! It's about a neurotic Boston lawyer who has a tendency to muse and fantasize. As she does, we have a tendency to doze and snore! Frankly, we don't get it! With a show this boring, there's no explanation for...

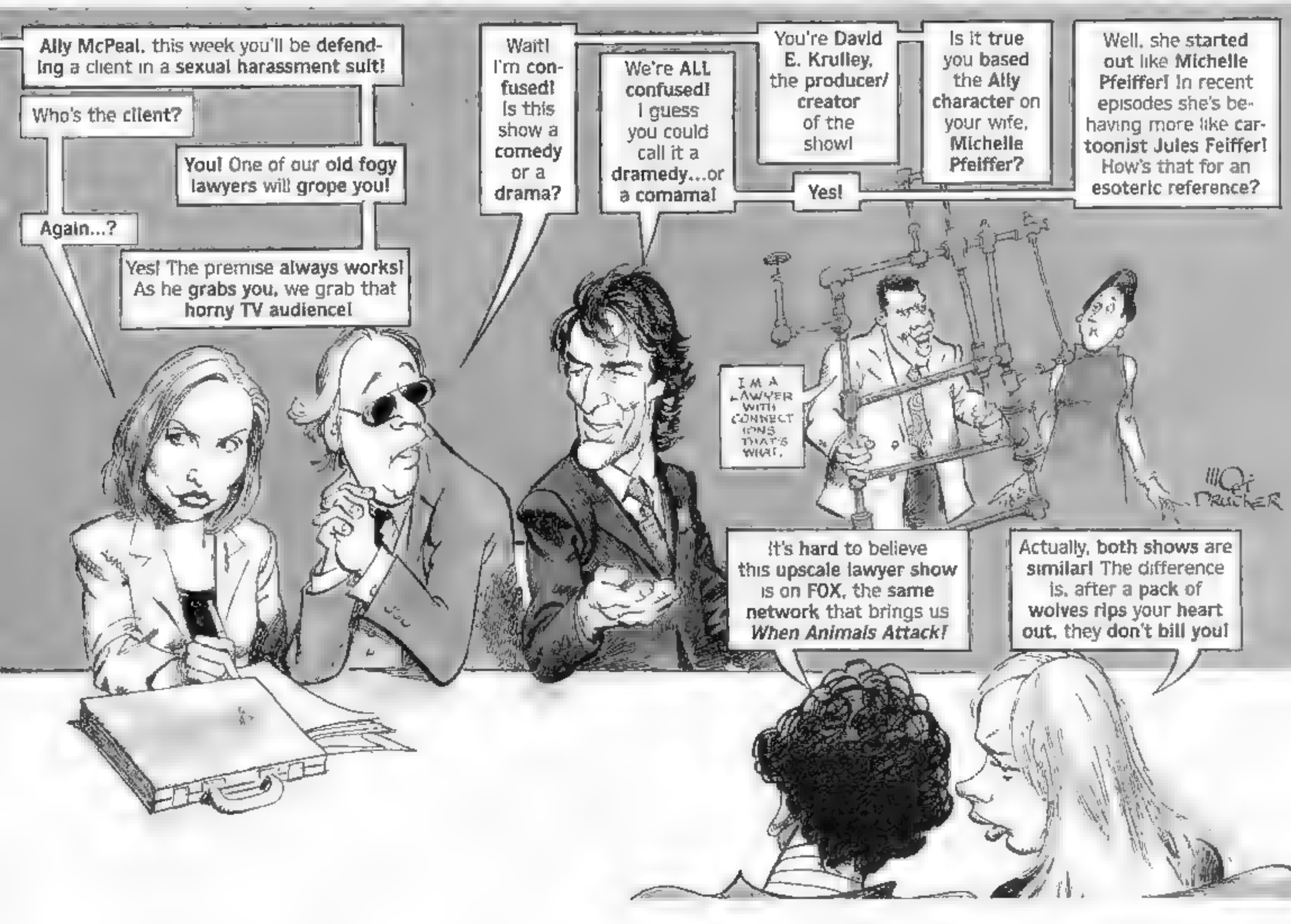

Good morning! Welcome to the Boston law offices of Quirky, Offbeat and Whiny! We have an incredibly full schedule today! As usual, our firm will be knee deep in fantasies, voice-overs and fetishes! Occasionally, an actual legal procedure may slip in! Okay, Let's review your subplots and assignments this week!
Bully, you'll handle the Mumford bankruptcy trial! It's tricky, but you'll prevail because of your special skills!
My brilliance at contracts and tax law?
No! Your brilliance at trickery and deceit!
Thanks! I knew my "Loopholes" major in college would pay off someday!
Jugula, you've got the Kleckner alimony case! A Brookline stockbroker came home, found his wife in bed with two lobster fishermen, a TV weather girl and a small farm animal! Think you can handle it?
No problem! Been there! Done that!
Really? At Harvard Law School?
No! On *Melrose Place!* It was a "Very Special Valentine's Day Episode"!
Z
Z
Z

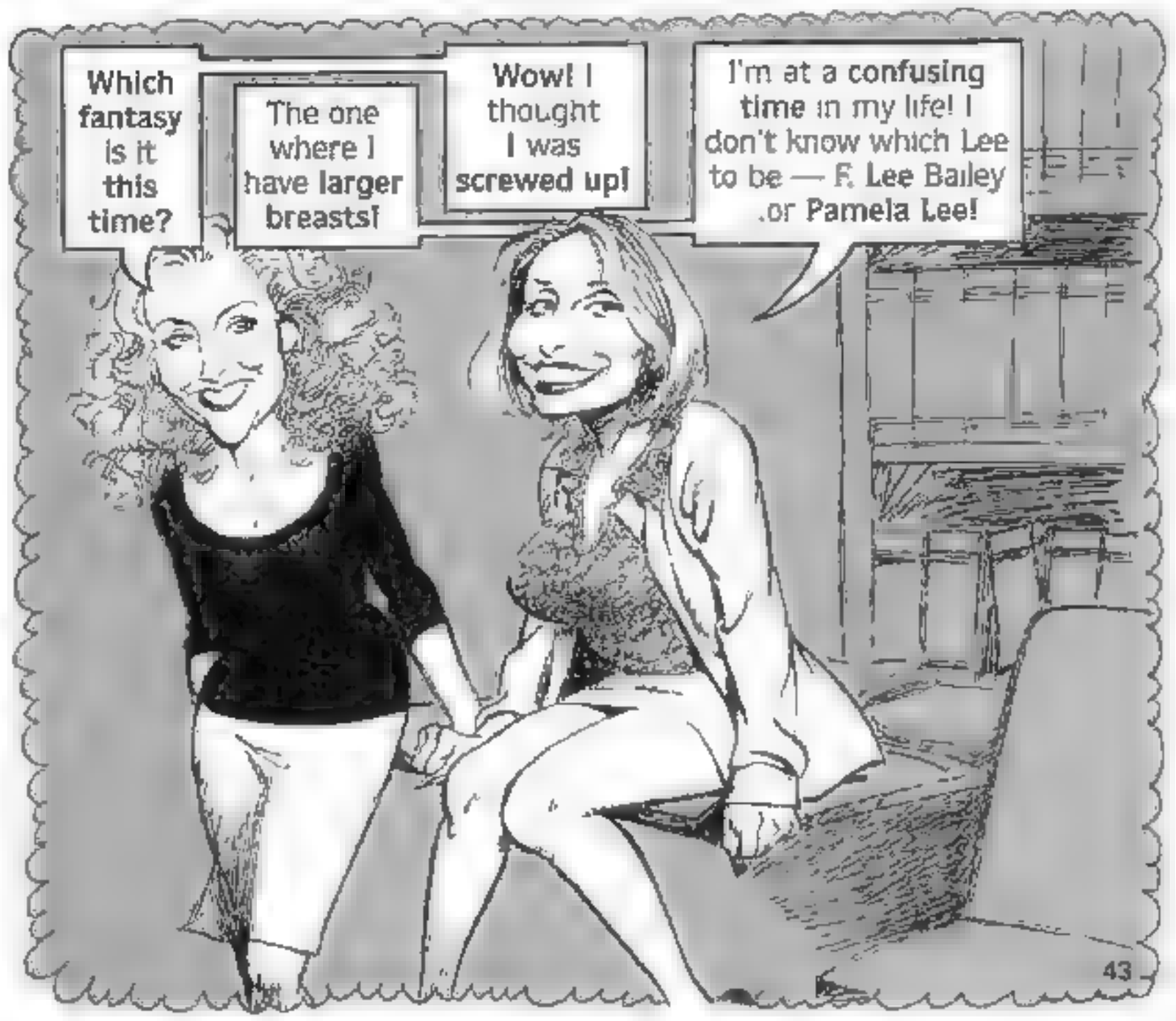
ARTIST: MORT DRUCKER WRITER: JOSH GORDON


Good morning, Elate!
There's a rumor in the office that you're mentally unstable and are having a nervous breakdown!
Were you here to see who started that gossip?
No! I was out spreading the rumor!

Elate, you're unquestionably the snoopiest, nosiest assistant in TV history!
Nonsense! By the way, you had an X-rated message, and your pharmacy said your Prozac and contraceptive jelly are ready!
Those were phone messages?
Don't be ridiculous! I logged on to your computer, broke the code, and peeked into your private E-mail!

Ally's Appeal


Ally McPeal, this week you'll be defending a client in a sexual harassment suit!
Who's the client?
You! One of our old fogy lawyers will grope you!
Again...?
Yes! The premise always works! As he grabs you, we grab that horny TV audience!
Wait! I'm confused! Is this show a comedy or a drama?
We're ALL confused! I guess you could call it a dramedy...or a comama!
You're David E. Krulley, the producer/creator of the show!
Is it true you based the Ally character on your wife, Michelle Pfeiffer?
Yes!
Well, she started out like Michelle Pfeiffer! In recent episodes she's behaving more like cartoonist Jules Feiffer! How's that for an esoteric reference?
I'M A LAWYER WITH CONNECTIONS THAT'S WHAT.
It's hard to believe this upscale lawyer show is on FOX, the same network that brings us When Animals Attack!
Actually, both shows are similar! The difference is, after a pack of wolves rips your heart out, they don't bill you!


Which fantasy is it this time?
The one where I have larger breasts!
Wow! I thought I was screwed up!
I'm at a confusing time in my life! I don't know which Lee to be — F. Lee Bailey or Pamela Lee!

Ally, we've had complaints about your bizarre behavior lately!

Complaints? What complaints?

You got into an argument at Macy's yesterday and used pepper spray!

Yes, I was provoked!

But the argument was with a mannequin!

She started it! I didn't like her "Look at me, I'm prettier than you" attitude!

What's going on? Are there distractions here at work?

Don't be absurd! My ex-boyfriend works at the same firm and he's married to a beautiful attorney — why would THAT distract me?

These are difficult times for you! You need a shoulder to cry on!

Yes, I do, Mr. Fishy! Are you offering yours?

Of course not! This is a $900 suit! I'll send in a temp!

Ally, these little inter-office love messages have to stop! Like this writ of habeas corpus with the smiley face on it!

Bully, I still love you! And I know you still have feelings for me!

Oh really? What makes you think that?

Gee, I don't know...like every time you come near me, it's like you have a subpoena in your pocket!

Yes, I once had feelings, but now it's over! Remember I'm married to Jugula, the attorney more beautiful than you!

Bully, I wish you and Jugula all the luck in the world! I'm perfectly fine with your marriage! Really!

Hi!

Well, well, if it isn't your trashy slut bimbo hooker wife!

Good! As long as you're okay with it!

Ally, fate, and some rather tortured writing, have thrust us together into a working relationship! We might as well make the best of it!

You're right, Jugula! To show you we can be friends, join me in a fantasy sequence!

Hey, cool!

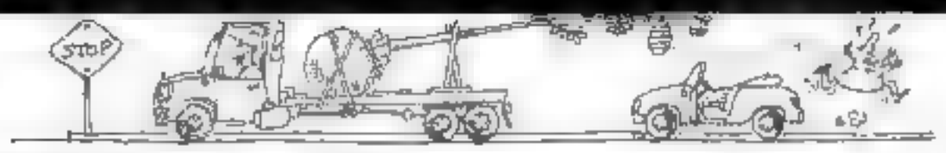
Something's bothering me about this erotic cappuccino-sipping fantasy!

What's that?

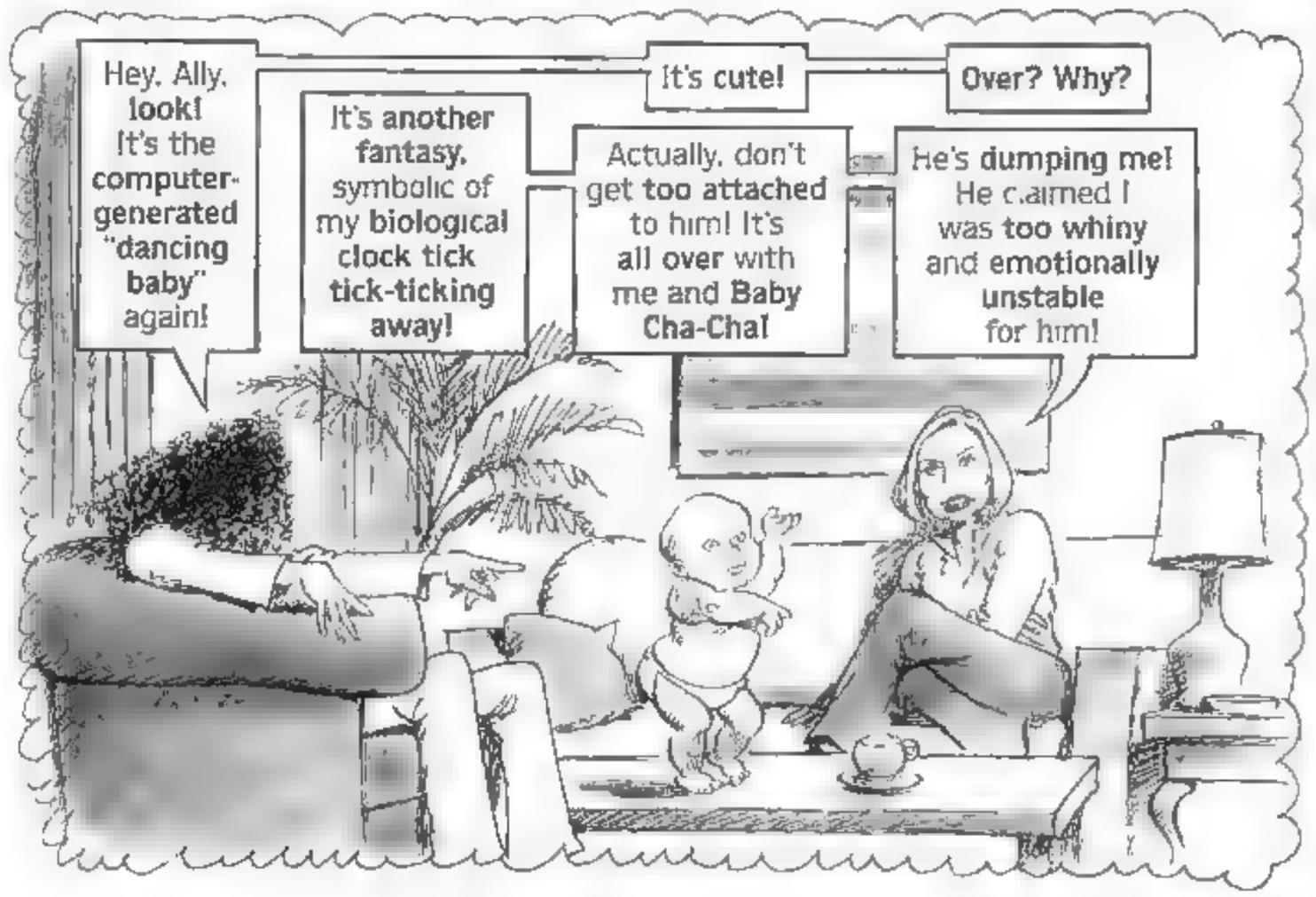
Frasier Crane and his brother, Niles, are at the next table also having cappuccino!

You're concerned that they're funnier?

I'm concerned that they're sexier!

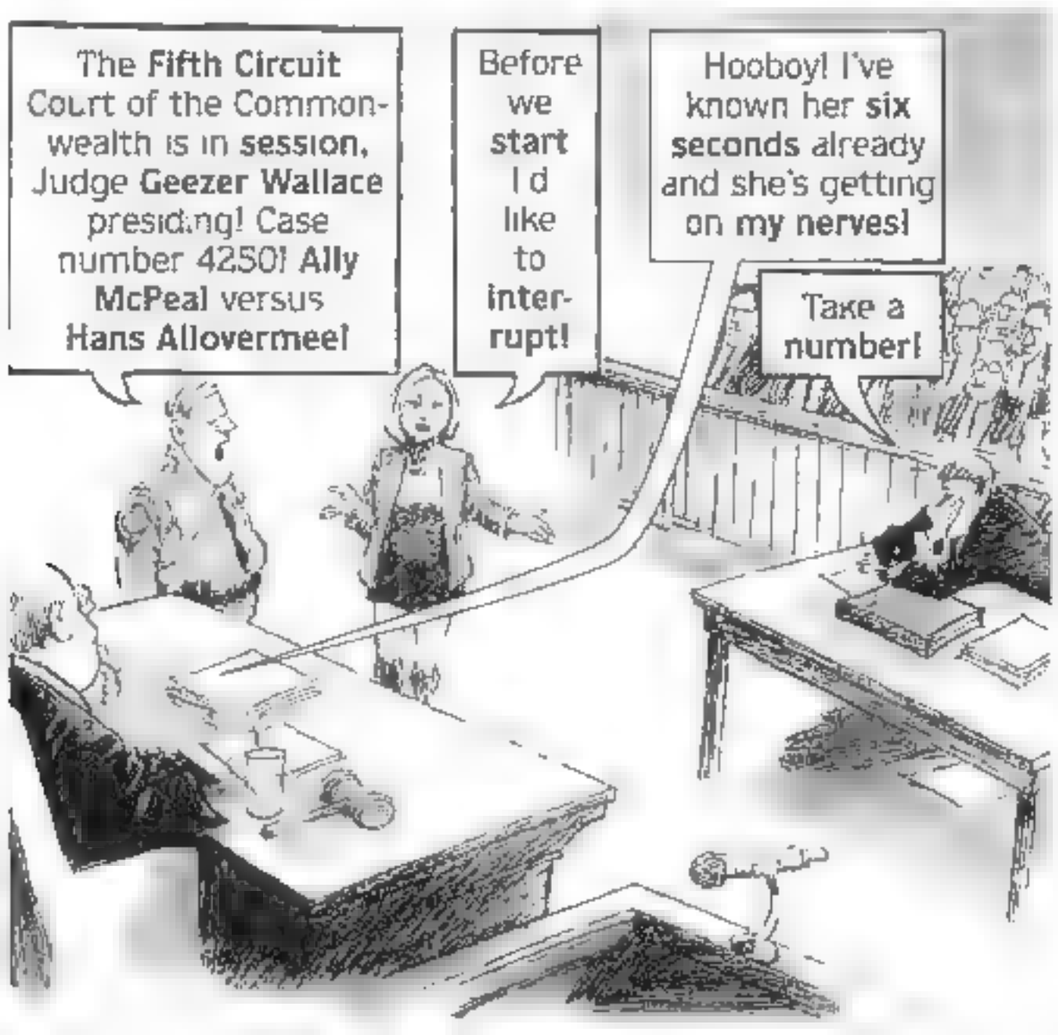

STOP

Rentee, you're my best friend in the world! Be honest with me! Do you think I carry a lot of emotional baggage?
Let me put it this way, you're Samsonite with boobs!


Hey, Ally, look! It's the computer-generated "dancing baby" again!
It's another fantasy, symbolic of my biological clock tick tick-ticking away!
It's cute!
Actually, don't get too attached to him! It's all over with me and Baby Cha-Cha!
Over? Why?
He's dumping me! He claimed I was too whiny and emotionally unstable for him!

Why do we always end up at this piano bar?
Two reasons! One: Rooming with you I need lots of booze! Two: For viewers who can't follow the plot line, Vonda, the piano player, is your muse! She conveniently sings lyrics that underscore the story!
Don't be silly! Let's talk about real issues here!

Look, I realize the firm is an old boy's network but I refuse to be their patsy! I have to assert myself!
Sure, my career's important! But someday I'll find a guy and get married!
Some say I'm too emotional, too wired — but I'm quite normal!
♪ I am woman, Hear me roar! ♪
♪ To dream...The Impossible Dream... ♪
♪ She's a maniac, maniac... ♪


The Fifth Circuit Court of the Commonwealth is in session, Judge Geezer Wallace presiding! Case number 4250! Ally McPeal versus Hans Allovermee!
Before we start I'd like to interrupt!
Hooboy! I've known her six seconds already and she's getting on my nerves!
Take a number!

Your Honor, I'd like a jury of my peers!
Impossible! Where are we going to find twelve whiny career women in micro-miniskirts?
Well, we can start with the cast of Friends! And then perhaps we can subpoena the Spice Girls!
I won't allow it! Mainly because you're not even on trial here! You're the plaintiff!

What is this? What's going on? Why isn't she speaking?

They do this a few times each show — just a close-up of Ally! She's waif-like and vulnerable! She doesn't have to speak! Her face speaks! Her face tells you so much!

Yeah, right now it's telling me to switch channels!

Your honor, I will prove that I was harassed and groped by this man!

And I will show that my client was provoked! Miss McPeal wears skirts that are provocative!

They are not provacative! I happen to be a prestigious Boston lawyer!

Yes, and when you bend over we can see all the way to Fenway Park!

May I present into evidence Exhibit A! Two thousand viewer letters protesting the length and inappropriate nature of Ms. McPeal's micro-miniskirts!

Undoubtedly these letters were all written by conservative Bible Belt groups!

No, these letters were all written by actress Téa Leoni!

So, tell me, what did the jury decide?

They penalized you?!?

The jury decided that I was neurotic, self-destructive and my own worst enemy! They hit me with a penalty!

Yes! For the next year I'm not allowed within 100 yards of myself!

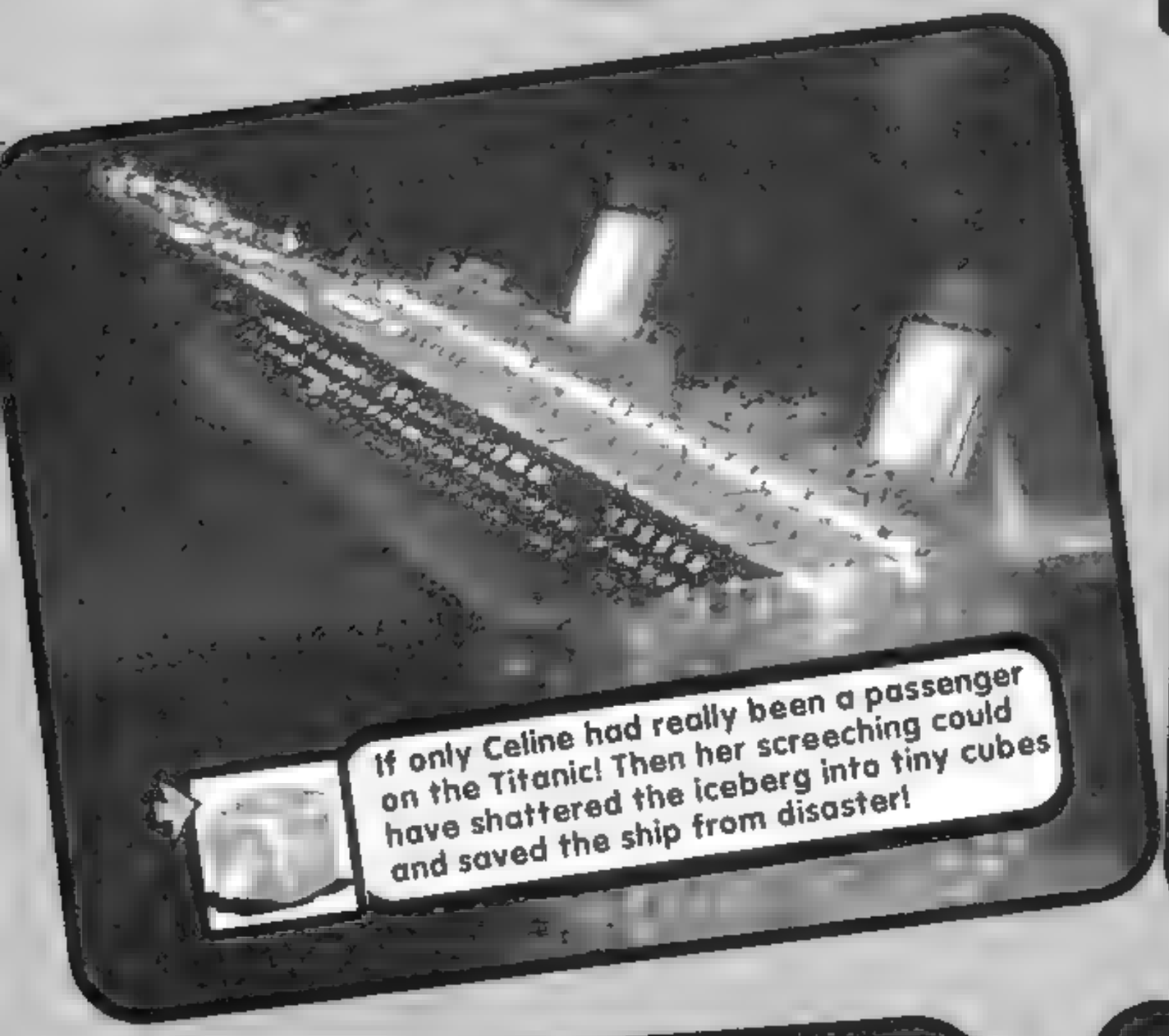
What now, Ally McPeal? What are your plans?

Here's the way I see it, Renteel Yes, my character is whiny and emotional! But I'll have a chance to grow and change! This series is hot! It will go on for years and years!

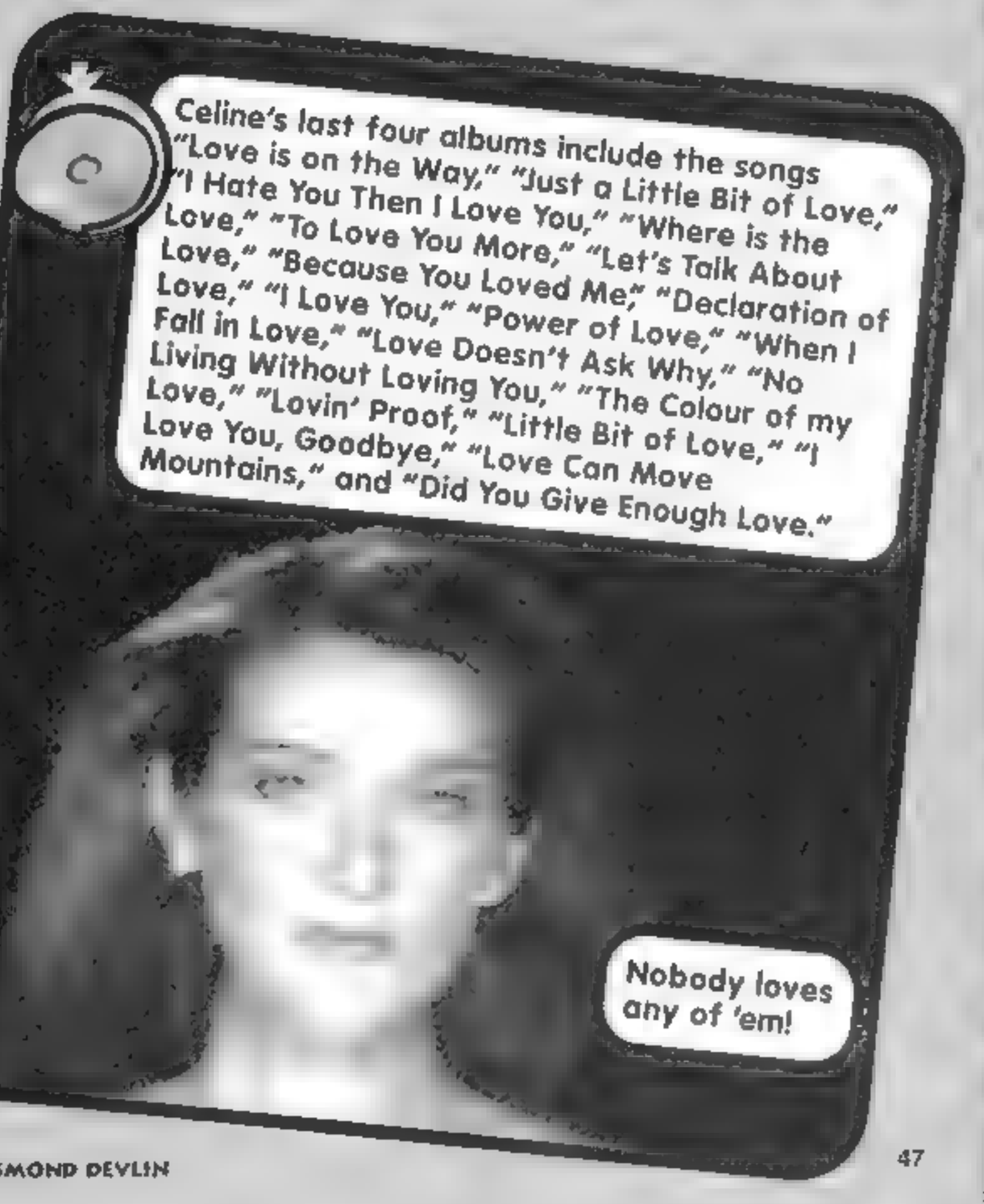
One more time! *To dream... the im-possible Dream...*

MAD POP OFF VIDEO

CELINE DION "MY HEART WILL GO ON"


If only Celine had really been a passenger on the Titanic! Then her screeching could have shattered the iceberg into tiny cubes and saved the ship from disaster!

Celine first became a sensation in her native Montreal, where her voice caused more serious head injuries than the NHL's Canadiens.


Celine's last four albums include the songs "Love is on the Way," "Just a Little Bit of Love," "I Hate You Then I Love You," "Where is the Love," "To Love You More," "Let's Talk About Love," "Because You Loved Me," "Declaration of Love," "I Love You," "Power of Love," "When I Fall in Love," "Love Doesn't Ask Why," "No Living Without Loving You," "The Colour of my Love," "Lovin' Proof," "Little Bit of Love," "I Love You, Goodbye," "Love Can Move Mountains," and "Did You Give Enough Love."
Nobody loves any of 'em!

WRITER: DESMOND DEVLIN

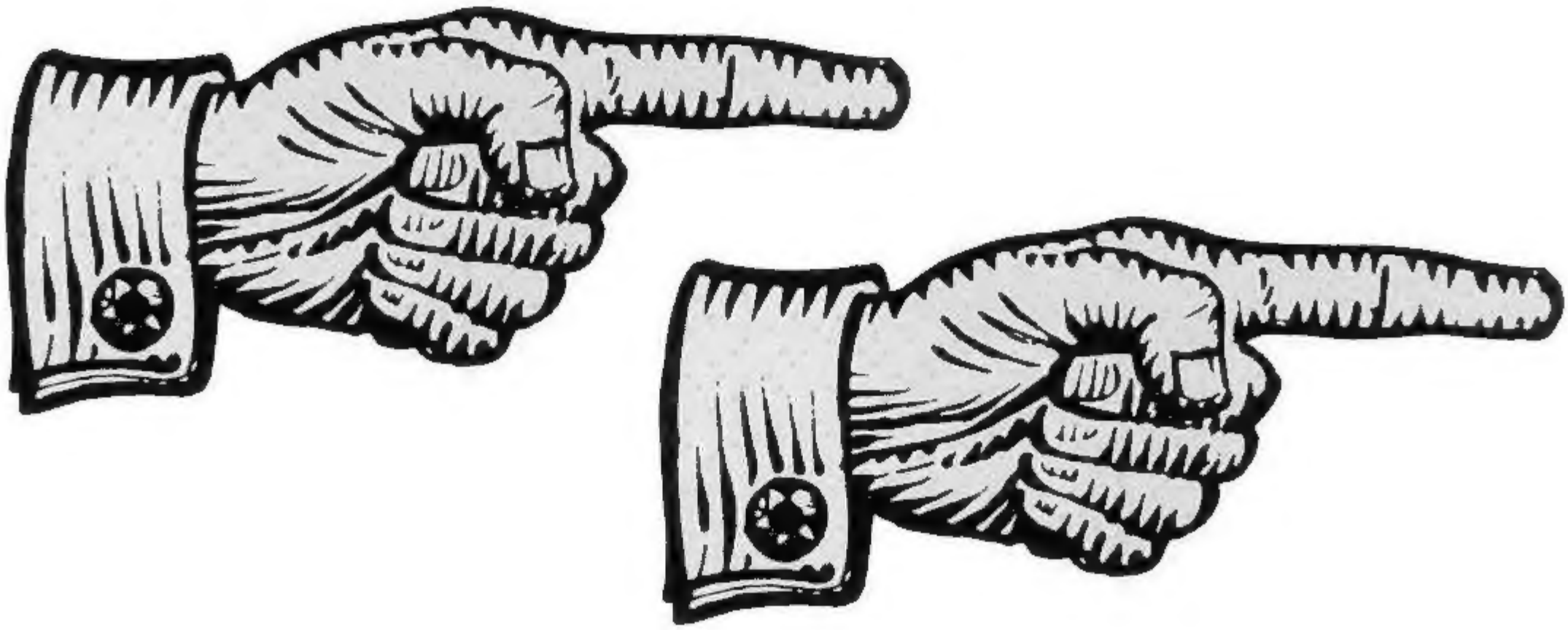
GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will become tomorrow's obituary!

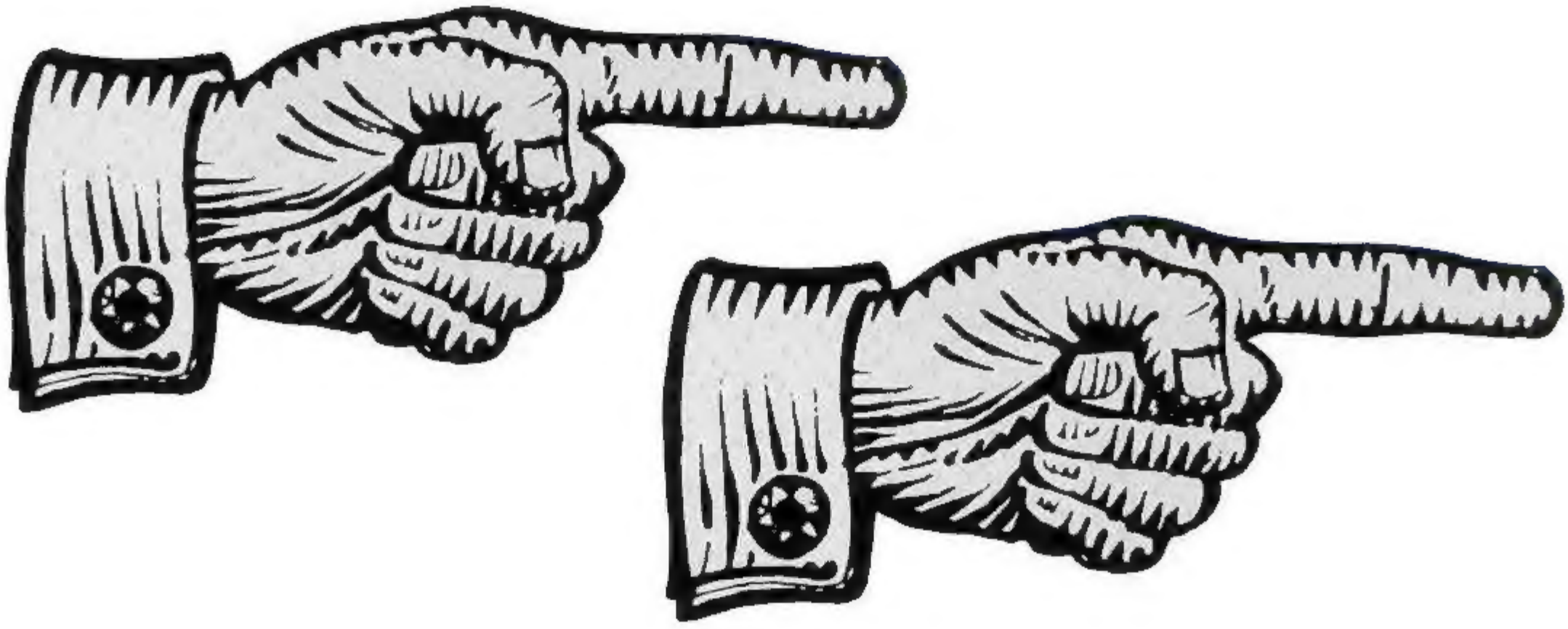
THIS MONTH'S BODY BAG FILLER TO BE:

Godzilla
Choked while trying to swallow Rose O'Donnell's head whole 5:1
Killed by Rodan & Mothra out of jealousy over successful movie career comeback 4:1
Mysteriously dies while in New York City police custody 16:1
Gruesome failed attempt to "mate" with the Statue of Liberty 25:1



Nothing to see here!

Please skip ahead.



WHAT HIDEOUS BEAST IS RUNNING OUT OF CONTROL IN OUR COUNTRY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Our father always said to us, "What goes around comes around!" And for once the old geezer was right! Point of fact: an old hideous creature has cropped up to wreak havoc on an unsuspecting nation. To find out what creature is running amok, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"

THE NEWEST SOURCE OF TERROR IS A MONSTROUS THING AMONG US. IT IS A RECKLESSLY MEDDLING BEAST WITH FEELINGS OF A MAFIA HITMAN ON A RAMPAGE OF EVILDOING

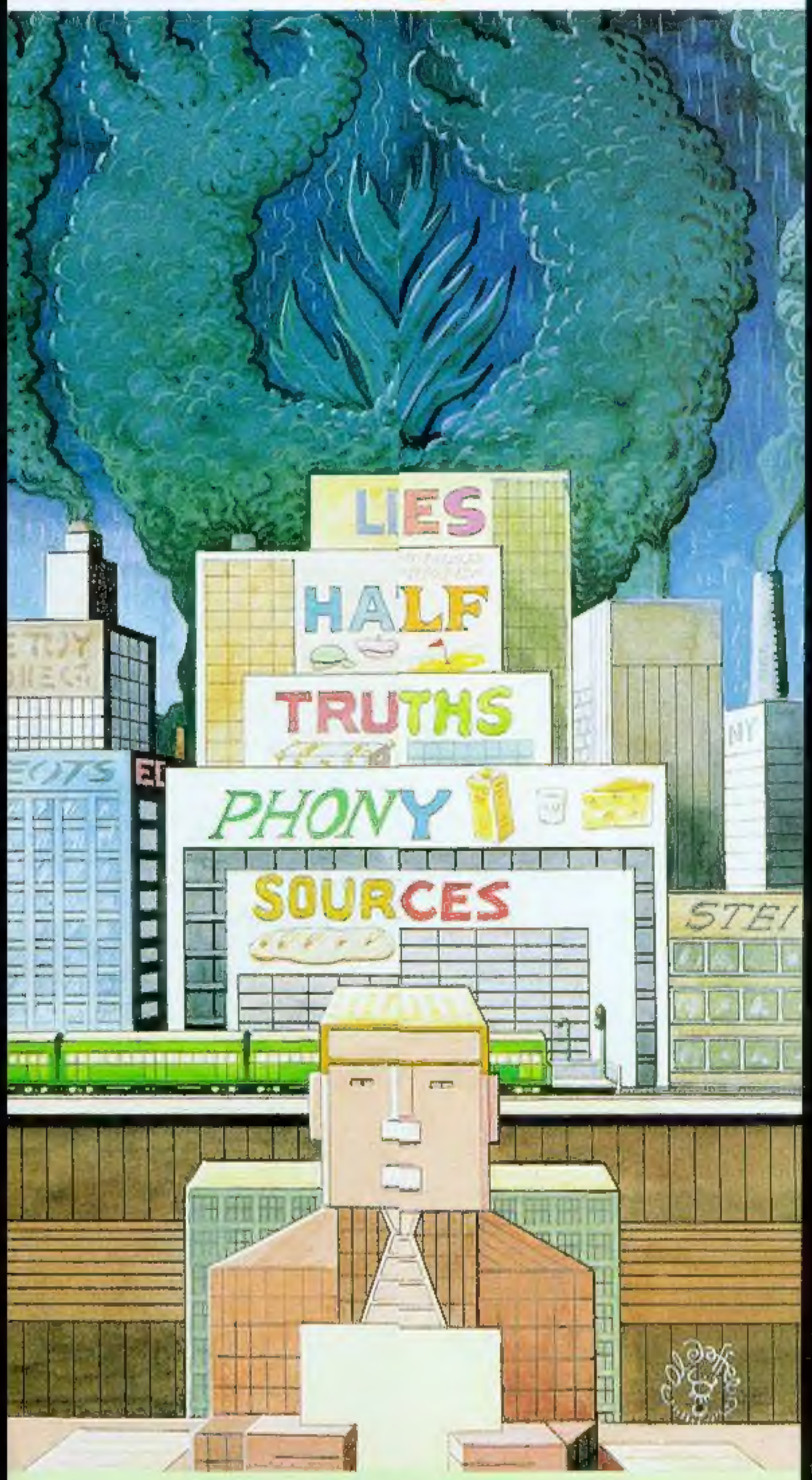
A B

ARTIST AND WRITER: AL JAFFEE

WHAT HIDEOUS BEAST IS RUNNING OUT OF CONTROL IN OUR COUNTRY?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"



THE NEWS

MEDIA

A B

June 1998

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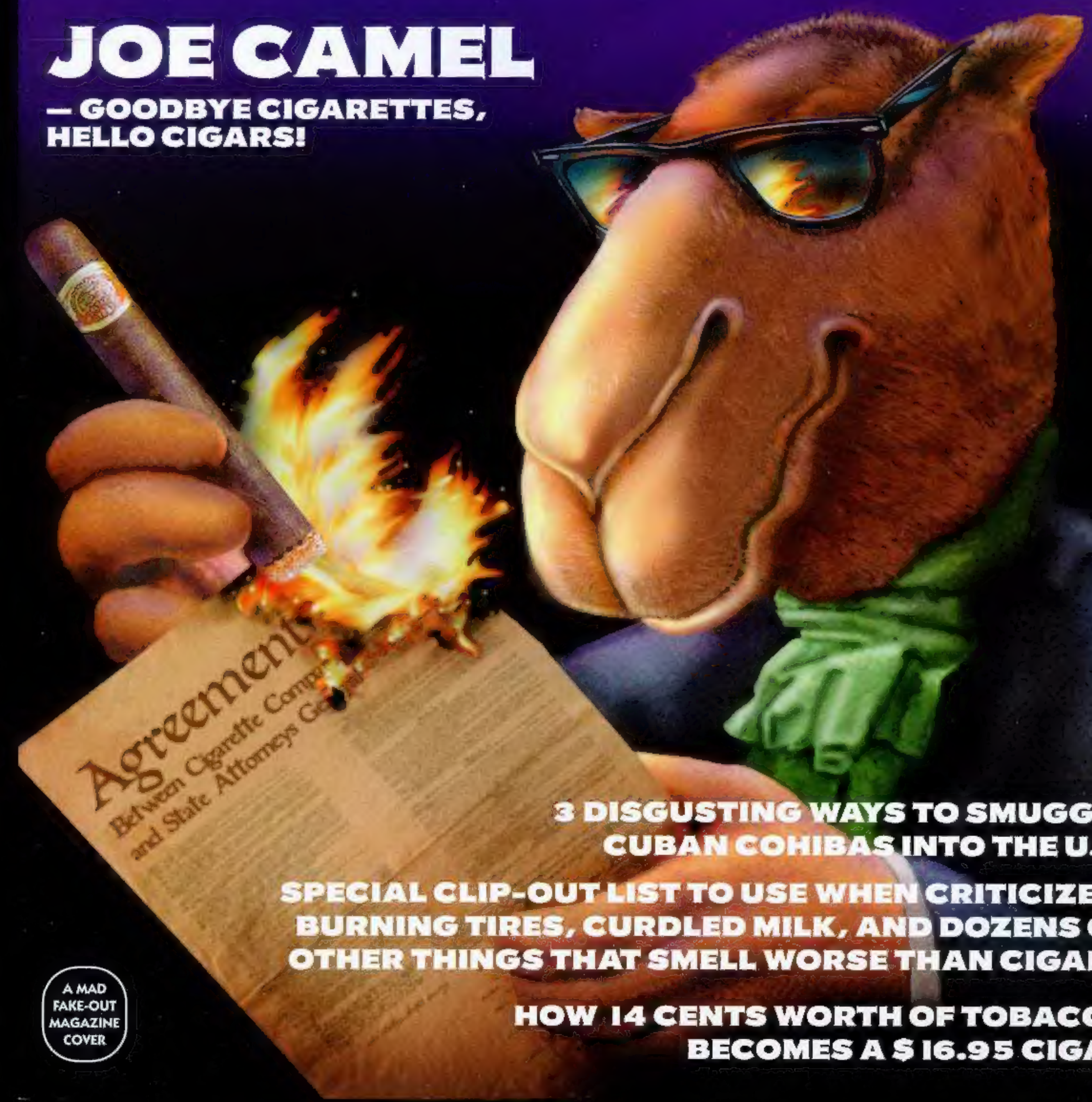
CIGAR Addictionado

JOE CAMEL — GOODBYE CIGARETTES, HELLO CIGARS!



3 DISGUSTING WAYS TO SMUGGLE CUBAN COHIBAS INTO THE U.S.

SPECIAL CLIP-OUT LIST TO USE WHEN CRITICIZED: BURNING TIRES, CURDLED MILK, AND DOZENS OF OTHER THINGS THAT SMELL WORSE THAN CIGARS

HOW 14 CENTS WORTH OF TOBACCO BECOMES A $ 16.95 CIGAR

A MAD FAKE-OUT MAGAZINE COVER